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INCLUDING

FEBRUARY 15-21, 1954

RECEIVED

THE TELEVISION INDEX

VOLUME 6

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PRODUCTION • PROGRAMMING • TALENT

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ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(20)

CBS- 4:30-5pm EST; SPECIAL; Widener; from WTVJ(Miami), to the net. Sustaining. Pkgr- WTVJ; Net supervisor- Judson Bailey(CBS Sports). Fred Caposella handles the description of the running of the Widener, mile-and-a-quarter horse race for three-year-olds and up at Hialeah Park, Miami; with Sammy Renick doing the color and interviews with racing people before the race. The event is sponsored locally in Miami by Cities Service thru Ellington & Co(NY) as part of the company's season sponsorship of all Hialeah Stake Races, with Caposella and Renick handling the commentary for each race. CBS will also telecast the running of the Flamingo Stakes at Hialeah on Feb 27.

OTHER NETWORK CHANGES & ADDITIONS

ABC- A Lincoln Rediscovery; SPECIAL Feb 12; Fri, 9:30-10pm EST, one time only; from WBKB(Chi), to the net. Sustaining. Pkgr- ABC-TV Public Affairs Dept; Prod- Con O'Day; Dir- Dan Schuffman. Carl Sandberg reads material he wrote about Lincoln thirty years ago, subsequently forgot, and recently discovered again. The program is simulcast.

CBS- Championship Wrestling (Sat, 3:30-4:30pm EST) add Bill Symes, handling color commentary; not previously listed. (See p 20).

NBC- Three Steps to Heaven(Mon thru Fri, 11:15-11:30am EST); CHANGES (Complete new information listing); from WNBT(NY), 42 stations live, 6 kine. Sponsor- Procter & Gamble Co(Ivory Soap & Duz) thru Compton Advertising, Inc(NY); Acct Exec- John Cantwell; Agcy Superv- William Bowen. (Sponsorship alternates, Tues & Thurs one week; Mon, Wed, Fri the following week). Pkgr- NBC-TV(NY); Prod- Caroline Burke; Dir- Norman Morgan; Creator-Writer- Irving Vendig; Casting- Caroline Burke; Sets- Carden Bailey; Costumes- Jane Burrows; Anncr- Don Pardo. Program debuted August 3, 1953. Diana Douglas now stars as Mary Claire "Poco" Thurmond (replacing Phyllis Hill). Regular players now featured in the cast include Mark Roberts as Bill Morgan, Lori March as Jennifer; John Marley as Vince Bannister, Harry Holcombe as Dr. Campbell, Mercer McLeod as Max Bremner, Inge Adams as Laura, Roger Sullivan as Barry, Laurie Ann Vendig as Alice, Eeta (cq) Linden as Pigeon, Frank Twedell as Uncle Frank and Doris Rich as Mrs. Doane. The program will change time, effective March 1, to 10:45-11am EST.

10-11-1944

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The first of the two main parts of the report is a description of the work done during the last year. This is followed by a summary of the results of the work done during the last year. The second part of the report is a description of the work done during the last year. This is followed by a summary of the results of the work done during the last year.

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NETWORK SPONSOR ACTIVITY

DUFFY-MOTT CO, INC(Mott's Apple products, Sunsweet Prune Juice & Clapp's Baby Foods) thru Young & Rubicam, Inc(NY), continues to sponsor Jamie (Mon, 7:30-8pm EST) over ABC-TV, on an alternate week basis. A network announcement Feb 4 & 5 that the program would be sponsored every week by Duffy-Mott was canceled early this week.

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## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Life With Paper; SPECIAL Feb 17; Wed, 8-8:30pm EST. Sponsor - American Cyanamid Co direct. Pkgr- ABC-TV(NY); Prod- Eddie Nugent; Dir- Roger Shope; Writers- Eddie Nugent & Alan Reife. A dramatization of the value and contributions that paper has made, is making and will make in the future, presented as a tribute to the achievements of the paper industry. Taylor Grant is m.c. of the documentary-type program, with Arnold Stang, Constance Brigham and Art Fleming featured in the presentation.

WABD(Ch 5) - Echoes From Israel; DEBUT Feb 21; Sun, 1-1:15pm EST. Sponsor- New York National Committee for Labor Israel, direct. Prod- Shmuel Fershko; Dir- Barry Shear; Music Dir- Fershko; Writer- Mendel Kohansky. Variety program, presenting American and Israeli singers, accompanied by a five-piece orch. The program will also acquaint Americans with the accomplishments of the Israeli labor movement. Morton Freeman is m.c. and vocalist.

WCBS-TV(Ch 2) - Here Is The Past; DEBUT Feb 20; Sun, 10:30-11am EST. Sustaining. New York Pkgr- WCBS-TV and New York University with the National Association of Educational Broadcasters; Prod- Warren Kraetzer(NYU); Dir- Lewis Freedman(CBS). Dr. Casper Kraemer, professor of archeology and the classics at New York University's Washington Square College, will explain the simple rules by which the home audience can understand, appraise and take part in the discovery of the objects that make up archeology. Philip Mayerson, an instructor in NYU's Dept of Classics, will be research consultant. The program is being televised under a grant from the Educational Radio and Television Center, founded by the Fund for Adult Education which was established by the Ford Foundation.

WAAM(Ch 13) - Evening at Greenspring Inn, ON FILM; DEBUT Feb 12; Fri, 11-11:15pm Baltimore EST. Sponsor- Participations thru Louise Waite Advertising(Balt). Don Swann, Ann Mar and organist Win McDonnell are featured in a program filmed each Tuesday evening at Greenspring Inn, in suburban Baltimore, with theatrical stars and fashion previews as part of the program. The celebrities are top rank personalities of stage, screen and television.

WGN-TV(Ch 9) - Four To Go (Mon thru Fri, 11-11:30am CST) Ernie Simon took over as Chicago m.c., replacing Hal Block, effective Feb 1. (See Vol 5, No 49, p 2)

KHJ-TV(Ch 9) - Harry Koplan-Rosemary La Planche Show; DEBUT Feb 15; Mon thru Fri, Los Angeles 3:30-4pm PST. Sponsor- Sues, Young and Brown(TV sets and appliances distributor,Southern Cal) thru Dan B. Miner Co(LA); Acct Exec- Art Trask. Dir- J. C. Lewis. The two stars, Mr & Mrs. in private life, present an informal variety program, featuring comedian Ray Erlenborn.

KTTV(Ch 11) - Waterfront "World Premiere"; SPECIAL Feb 9; Tues, 8:30-9pm CTS, one Los Angeles time only. Sustaining, station promotion. Pkgr- KTTV with Roland Reed Productions and United Television Productions. Bill Welsh is m.c. for a remote telecast from the Hal Roach Studios, presenting the stars, technicians, sets and some scenes from Waterfront, the new film series, starring Preston Foster as a tug boat captain. The series will debut Feb 16 under the sponsorship of Standard Oil Co of California.

UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY

REPORT OF THE COMMISSIONER OF PLANT INDUSTRY  
FOR THE YEAR 1904  
The following report was submitted to the Department of Agriculture by the Commissioner of Plant Industry, for the year 1904. It contains a summary of the work of the Bureau during the year, and a statement of the progress of the various projects of the Bureau.

The Bureau of Plant Industry has been organized since 1902, and has since that time been engaged in the study of the various problems connected with the production and distribution of the products of the plant industry. The Bureau has been organized into several divisions, each of which is engaged in the study of a particular branch of the plant industry.

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## FILM PACKAGES

Mr. District Attorney CURRENT(Hollywood); David Brian stars in a TV version of the well-known radio program, filmed in color; total number not announced, 4 completed; 12 or 15 will be completed by April 1.

Sponsors- Carter Products, Inc(Rise & Arrid) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) and Shwayder Bros (Samsonite luggage & other products) thru Grey Advertising Agency, Inc(NY) have contracted for alternate week sponsorships in 40 key markets, with many more to be added. In cities where only one of the two sponsors is slated, alternate weeks will be available to local sponsors. (KNXT(LA) announced April 9 as starting date for its showings). Pkgr- Ziv Television Programs, Inc.

Film Prod- Ziv Television Programs, Inc., 5255 Clinton St., Los Angeles 4, Cal. (Location shooting mostly; sound stage shooting is at California Studios, Hollywood).

Exec Prod- Maurice Unger; Prod Superv- Various; Dir- Various; Writers- Scripts from regular contributors to Ziv shows. Dist- Ziv Television Programs, Inc., 488 Madison Ave., New York 22, N. Y.

## RATINGS DIGEST

NATIONAL NIELSEN RATINGS FOR TWO WEEKS ENDING JAN 9, 1954:

|                                  | <u>Homes(000)</u> |                                  | <u>Homes(%)</u> |
|----------------------------------|-------------------|----------------------------------|-----------------|
| I Love Lucy                      | 15,519            | I Love Lucy                      | 59.3            |
| Dragnet                          | 14,790            | Dragnet                          | 56.3            |
| Buick-Berle Show                 | 13,391            | Bing Crosby Show                 | 54.3            |
| Bing Crosby Show                 | 12,218            | Buick-Berle Show                 | 52.7            |
| You Bet Your Life                | 11,884            | Godfrey's Talent Scouts          | 49.2            |
| Godfrey's Talent Scouts          | 11,798            | Godfrey & Friends(Frigidaire)    | 48.2            |
| Colgate Comedy Hour              | 11,502            | Jackie Gleason Show              | 47.5            |
| Godfrey & Friends(Liggett&Myers) | 11,500            | You Bet Your Life                | 45.9            |
| Jackie Gleason Show              | 11,443            | Godfrey & Friends(Liggett&Myers) | 45.4            |
| Godfrey & Friends (Toni)         | 11,089            | Colgate Comedy Hour              | 43.6            |

(Previous National Nielsen ratings were listed on p 22).

NEWS AND COMMENT: The Academy of Motion Picture Arts and Sciences shocked a few people with its release of the amount Oldsmobile is supposed to be paying to NBC to cover all costs on the hour-and-a-half Academy Awards Presentation (\$275,000), although it made good sense to state that NBC was paying the Academy \$115,000 for its share, most of it accounted for in presenting the affair.....Harvey Marlowe, recently named v.p. for promotion and sales of Stage Rentals, Inc.(NY) has purchased all radio and TV rights for the Chi Tribune-N. Y. News 28-year-old syndicated feature series, "Did Justice Triumph?", which is based on authentic crime cases around the globe.....A. C. Nielsen Co revealed in a new analysis that a company survey indicates that the use of repeat films during the summer of 1953 did not significantly affect the audiences. Based on averages of 16 net programs with a total of 103 re-run showings, the average for all shows in the film group was 33.9% on the first run and 28.0 during the repeat run. A control group of live shows had a 31.6 average for winter and 24.0 for summer.....WAAM's Fourth Annual Regional TV Seminar will be held in Baltimore Feb 26-27, sponsored by the station and American University, Johns Hopkins University, U of Maryland, U of North Carolina, Temple University, and the U. S. Office of Education.....New York artists rep, Kay Conran, has moved to 1775 Broadway, New York. Circle 7-4623.

NEW PUBLICATION: Television Writing and Selling, by Edward Barry Roberts. (Pub by The Writer, Inc., 8 Arlington St., Boston, Mass. Feb 10, 1954. 499 pages, \$5.75). The script editor for Armstrong's Circle Theatre outlines the entire process of writing for television from ideas thru actual production; primarily for the free lance.





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FRIDAY FEBRUARY 12

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SUNDAY FEBRUARY 14

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|                                        |          |                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Bill Leonard)    | CBS 10am | <u>The Wanted House</u> - (O) by Palmer Thompson; with Phyllis Kirk, Michael Strong, Mary Fickett; Dr. Lyman Bryson moderates this show instead of Leonard; New Prod: George Crothers; (SD)                                                                                                                                          |
| FRONTIERS OF FAITH                     | NBC 1:30 | Hall Johnson Choir (S)                                                                                                                                                                                                                                                                                                               |
| AMERICAN INVENTORY                     | NBC 2pm  | Conrad Hilton, Peggy Wood, William I. Nichols (editor) PRE-KINE                                                                                                                                                                                                                                                                      |
| OMNIBUS<br>(Alistair Cooke)            | CBS 5pm  | Azuma Kabuki Dancers; <u>Paso Doble</u> - (O) by Budd Schulberg; with John Cassavettes, Kim Stanley, Arthur Franz, Jacques Aubuchon; Scene from <u>The Confidential Clerk</u> - (O) by T. S. Eliot; with Claude Rains, Douglas Watson; <u>The Whale Who wanted to be a Submarine</u> - written, illustrated & narrated by Leo Salkin |
| HALLMARK HALL OF<br>FAME(S. Churchill) | NBC 5pm  | <u>Henry Bergh, Crusader Against Cruelty</u> - (O) by Rosemary Foster, (A) by Harold Callen; with Kent Smith, Gertrude Michael, Ray Montgomery, Sam Flint, Kathleen Mulqueen, James Flavin, James Parnell, Allan Lee, Bernardine Hayes, Ben Weldon, Fred Sherman Louis Letteri, John Damler; (SD, HOLLYWOOD)                         |

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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SECRET

1. The first step in the process of identifying a problem is to define the problem. This involves identifying the symptoms of the problem and determining the scope of the problem. Once the problem has been defined, the next step is to identify the causes of the problem. This involves identifying the factors that are contributing to the problem and determining the root cause of the problem. Once the causes of the problem have been identified, the next step is to develop a plan to address the problem. This involves identifying the actions that need to be taken to address the problem and determining the resources that will be needed to implement the plan. Once a plan has been developed, the next step is to implement the plan. This involves taking the actions that have been identified in the plan and monitoring the progress of the plan. Finally, the last step in the process is to evaluate the results of the plan. This involves determining whether the plan has been successful in addressing the problem and identifying any lessons learned from the process.

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

1. James Earl Ray, alias "Son of a Gun", was born in  
 2. London, England, on May 19, 1928.  
 3. Ray was a member of the Communist Party and was  
 4. active in the Civil Rights Movement.  
 5. Ray was convicted of the murder of Dr. Martin Luther King  
 6. in 1969 and was sentenced to death.  
 7. Ray was executed by hanging on April 3, 1971.  
 8. Ray was known for his intelligence and wit.  
 9. Ray was known for his love of music.  
 10. Ray was known for his love of women.  
 11. Ray was known for his love of gambling.  
 12. Ray was known for his love of drinking.  
 13. Ray was known for his love of smoking.  
 14. Ray was known for his love of driving.  
 15. Ray was known for his love of flying.  
 16. Ray was known for his love of swimming.  
 17. Ray was known for his love of fishing.  
 18. Ray was known for his love of hunting.  
 19. Ray was known for his love of camping.  
 20. Ray was known for his love of hiking.  
 21. Ray was known for his love of climbing.  
 22. Ray was known for his love of skiing.  
 23. Ray was known for his love of snowboarding.  
 24. Ray was known for his love of water skiing.  
 25. Ray was known for his love of jet skiing.  
 26. Ray was known for his love of windsurfing.  
 27. Ray was known for his love of kitesurfing.  
 28. Ray was known for his love of surfing.  
 29. Ray was known for his love of bodyboarding.  
 30. Ray was known for his love of wakeboarding.  
 31. Ray was known for his love of roller skating.  
 32. Ray was known for his love of ice skating.  
 33. Ray was known for his love of figure skating.  
 34. Ray was known for his love of speed skating.  
 35. Ray was known for his love of short track speed skating.  
 36. Ray was known for his love of long track speed skating.  
 37. Ray was known for his love of skeleton.  
 38. Ray was known for his love of luge.  
 39. Ray was known for his love of bobsledding.  
 40. Ray was known for his love of curling.  
 41. Ray was known for his love of ice hockey.  
 42. Ray was known for his love of field hockey.  
 43. Ray was known for his love of water polo.  
 44. Ray was known for his love of synchronized swimming.  
 45. Ray was known for his love of artistic swimming.  
 46. Ray was known for his love of rhythmic gymnastics.  
 47. Ray was known for his love of acrobatics.  
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 49. Ray was known for his love of trampolining.  
 50. Ray was known for his love of diving.  
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 53. Ray was known for his love of indoor volleyball.  
 54. Ray was known for his love of basketball.  
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 65. Ray was known for his love of backgammon.  
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SUNDAY FEBRUARY 14 (Cont'd)

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Roy Rogers NBC 6:30
(& Dale Evans)

Peril from the Past - (O) by Dwight Babcock; with regulars & Harry Harvey, Lee Roberts, Ann Doran, Pierre Watkins, John Doucette, Paul Fierro, Bill Catching, Russ Scott; (SD)

YOU ARE THERE CBS 6:30
(Walter Cronkite)

The Hanging of Captain Kidd - (O) by Jeremy Daniel; with Henry Jones, Frederic Tozere, Basil Langton, Robert Emhardt, Pat O'Malley, John Bocher; (SD)

Private Secretary CBS 7:30

Mind Over Matter - (O) by Larry Rhine; with regulars & Joseph Montanaro, Charles Williams, Guinn Williams, Sarah Spencer; (SD)

OPERA CAMEOS WPIX 7:30
(G. Martinelli)

Tosca - scenes from opera by Puccini; with David Poleri, Ingrid Hallberg, Carlo Tomanelli; (SD)

MR. PEEPERS(Cox) NBC 7:30

regulars & Murray Hamilton, Ralph Bunker, Janine Manatis; (SW,SD)

TOAST OF THE TOWN CBS 8pm
(Ed Sullivan)

Lionel Barrymore, Ann Blyth, Jane Powell, Debbie Reynolds, Van Johnson, Gene Kelly, Pier Angeli, Louis Calhern, Keenan Wynn, Howard Keel, Ann Miller, Vera Ellen; add: Lucille Ball, Desi Arnaz, Esther Williams, Fred Astaire, Greer Garson, Walter Pidgeon, Cyd Charisse; Prod for M-G-M by George Wells with Herman Hoffman; Choreog by Hermes Pan; Special Material by Roger Edens; Orch under Johnny Green; add: Lana Turner, Richard Anderson, John Ericson, Steve Forrest, Marc Platt, Tommy Rall, Jeff Richards, Alex Powers, Russ Tamblyn, Matt Mattox(LVE&FLM, H' WOOD)

THE MASK ABC 8pm
(William Prince & Gary Merrill)
ROCKY KING, DETECTIVE DuM 9pm
(Roscoe & Todd Karns)

(O) by Ben Hecht; with regulars & Stephen Hill, Cloris Leachman, Marcel Hillaire, Claudia Hall, Don Briggs; Dir by Leonard Valenta
Murder by Mistake - (O) by Bruce Geller; with regulars & Kermit Kegley, Ellen Demming, Helen Warnow, William Capra, Fred Meyer; (SD)

General Electric Theatre CBS 9pm

Foggy Night - (O) by Bob Patterson, (A) by Doug Heyes; with Claire Trevor, Willis Bouche, Don Haggerty, Lawrence Ryle, Larry Dobkin, Paul Frees, Tom Browne Henry, Chuckie Bradley; (SD) by Al Green

THE PLAINCLOTHES MAN DuM 9:30
(Ken Lynch)

Lost in 2 Minutes - (O) by Sam Ahlberg; with Joyce Randolph, Robert Carricart, Lynne Rogers & regulars; (SD)

THE WEB CBS 10pm

Rock-Bound - (O) by John McGreevey; with Howard St. John, Mike Wallace, Norma Crane, Flora Campbell, Jane Seymour; (SD) by Lela Swift

WHAT'S MY LINE CBS 10:30

Victor Borge (C&M) substitutes for Bennett Cerf as panelist

MONDAY FEBRUARY 15

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JAMIE ABC 7:30  
(Brandon de Wilde)

Jamie & the Magician - (O) by Jonathan Brock; with Jay Marshall(magician), Teena Starr, Bruce Marshall, Robin Michael; (SD)

ARTHUR MURRAY PARTY NBC 7:30

Johnny Ray (S)

NAME THAT TUNE NBC 8pm

Ruth Gilbert, Arnold Stang & regulars

VOICE OF FIRESTONE NBC 8:30

Patrice Munsel (S)

ROBERT MONTGOMERY PRESENTS NBC 9:30

Our Hearts Were Young and Gay - (O) by Emily Kimbrough & Cornelia Otis Skinner, (A) by Nathaniel Curtis; with Elizabeth Montgomery, Sally Kemp, Elliott Reid, Marjorie Gateson, Cliff Robertson, John Griggs, Earl Hammond; (SD) by Perry Lafferty

RED BUTTONS CBS 9:30  
(Joe Silver)

Sammy Birch, Arnold Walton, Belle Flower, Betty Ann Grove, Allan Walker, Robert Webber, Dorothy Greener; (SW & SD)

STUDIO ONE CBS 10pm

Dark Possession - (O) by Gore Vidal; with Geraldine Fitzgerald, Barbara O'Neil, Leslie Nielsen, Helen Auerbach, Bramwell Fletcher, Leora Thatcher, Milton Seleer; (SD) by Franklin Schaffner; Title drawing by David Stone Martin

Adolphe Menjou's Favorite Story WNBT 10:30

The City Hunter - with Robert Emmett Keane, Lewis Martin, Robert Osterloh, Byron Foulger, Kay Stewart, Almira Sessions; (SD)

TUESDAY FEBRUARY 16

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Cavalcade of America ABC 7:30

Margin for Victory - (O) by Arthur Ripley; with Francis Sullivan, Edward Ashley, Richard Gaines, John Hoyt, Scott Lee, John Patrick, Myrna Fahey; (SD)


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1. 1990年12月15日，在北京市召开的“中国环境与发展”高层论坛上，江泽民总书记发表了重要讲话，指出：“中国是一个发展中国家，在现代化过程中，必须走出一条既发展经济，又保护环境的道路。”

DATE: 11-11-1961 BY: BIRNBO, JACOB S. 200

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THE UNIVERSITY OF MICHIGAN

(1982-3-10) 12th April - 1st day of collection at 07:00 hr.

SECRET

1. 1947-1948

THURSDAY FEBRUARY 18 (Cont'd)

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MARTIN KANE NBC 10pm  
(Mark Stevens)

(O) by William L. Stuart; with Wolfe Barzell, Ernest Sarracino, James Nolan, Jack Mann, Harold Stone, Allan Frank, Carole Mathews; (SD)

Foreign Intrigue WNBT 10:30  
(James Daly)

F. I. in Disaster Relief - (O) by J. G. Sheers & Hamilton Keener, (A) by Harold Jack Bloom; with Stig Jarrel, Lars Egee, Kev Hjelm; (SD)

FRIDAY FEBRUARY 19

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THE NEW REVUE WCBS 5:30
(Mike Wallace)

Toni Southern (S), The Honeydreamers (S), Helene Ellis & Harrison Muller (D), Norman Paris Trio

Topper (Jeffreys) CBS 8:30

regulars & Kathleen Freeman, James Parnell, Bill Baldwin; (SW,D)

Pepsi-Cola Playhouse ABC 8:30
(Arlene Dahl)

Live a Little - (O) by Lawrence Kimble; with Walter Coy, Marie Windsor, Jean Byron, George Eldredge; Dir by Herschel Daugherty

Schlitz Playhouse CBS 9pm

The Jungle Trap - (O) by Frank Burt; with Ronald Reagan, Lew Martin, Barbara Billingsley, Herb Vigran, Felix Nelson, Jackie II (lion); Dir by Jus Addiss

THE BIG STORY NBC 9pm
(Robert Sloane)

Paul D. Quick, Columbus, Ohio Citizen - (O) by Raphael Hayes; with John Harvey, Margaret Feury, Harry Kaddison, Frank Sutton, Sam Schwartz, James Milhollin, Hal Alexander, Blair Davies, Richard Cowdery; (SD)

CAMPBELL SOUNDSTAGE NBC 9:30

Journey to Java - (O) by Neil Brant, (A) by Frank P. De Felitta with Brian Keith, Dwight Marfield, Charles Mendick, Patricia Kirkland, Noel Leslie; (SD)

CHANCE OF A LIFETIME DuM 10pm

Herb Shriner substitutes for vacationing Dennis James

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 12 THROUGH FRIDAY FEBRUARY 19

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TODAY NBC 7am  
(Dave Garroway)

M thru F - Tony Sadowskas substitutes as Washington weatherman for Jim Fidler for one month

BETTY WHITE NBC 10:30

M - Peggy Ryan & Ray MacDonald (S&D); (FROM HOLLYWOOD)

GARRY MOORE CBS 1:30

F (2/19) - Kirkwood & Goodman (C)

KATE SMITH NBC 3pm  
(& Ted Collins)

M - Jack Cassidy & Shay Cogan (S), Al Bernie (C)--added as regular; Tu - Phil Napoleon's Jazz Band, Three's Company (D); W - Alene Dalton (Story Princess); Thu - Snooky Lanson (S), Three Suns (S&M), Charlie Ruggles in World of Mr. Sweeney; F - Dorothy Day & fashions; Seymour Bernstein (M), regulars

COKE TIME-E, FISHER NBC 7:30

W - Eugenie Baird (S); F - Patti Page (S), (WASH., THIS DATE)

SPOTLIGHT WOR 8pm

M thru F - A Doll's House - (O) by Henrik Ibsen, (A) by Bill Albright; with Margaret Stewart, Curt Conway, Dwight Weist

HIGH TENSION WOR 10:30

Thu thru Wed - Woman in a Box - (O) by William Attaway; with Helen Chapman; (SD)

SATURDAY FEBRUARY 20

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LEAVE IT TO-GIRLS ABC 7:30

Phil Silvers, Sloan Simpson, Vanessa Brown & regulars

MARTHA RAYE SHOW NBC 9pm

Ezio Pinza (S), Rocky Graziano (boxer)

SUNDAY FEBRUARY 21

~~~~~

GEORGE JESSEL ABC 6:30

Gene Krupa (M), DeMarco Sisters (S), Jerilynn Jessel

LIFE WITH FATHER CBS 7pm

Malcolm Cassell replaces Freddie Leisten as regular (H'WOOD)

Private Secretary CBS 7:30  
(Ann Sothern)

Friend in Need - (O) by Tom Seller; with regulars & Joan Banks, Joseph Montanaro, Frank Wilcox; (SD)

COLGATE COMEDY HOUR CBS 8pm  
(Sonja Henie)

Keefe Brasselle, Bud Abbott & Lou Costello (C), Gene Wesson, Jud Conlons Rhythmairs (FROM HOLLYWOOD)

PHILCO TELEVISION NBC 9pm  
PLAYHOUSE

Statute of Limitations - (O) by A. J. Russell; with Martin Balsam, Ann Jackson, Larry Gates, Barbara Baxley, others; (SD)

WHAT'S MY LINE (Daly) CBS 10:30

Deborah Kerr substitutes for Bennett Cerf

1971: 1972. *Journal of the Royal Society of Medicine*, 64, 10, 611-612.

1972: 1973. *Journal of the Royal Society of Medicine*, 65, 1, 1-2.



# Ross Reports ON TELEVISION

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FEBRUARY 22-28, 1954

## THE TELEVISION INDEX

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VOLUME 6

NUMBER 8

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (22)

ABC- 9-10am EST; DEBUT; Breakfast Club; from WBKB(Chi-simulcast), to the net. Sustaining (radio fully sponsored). Pkgr- Don McNeill Enterprises(Chi); Prod- Cliff Peterson; Dir- Lynwood King(TV only); Music Dir- Eddie Ballantine; Writer- Eddie McKean. The long-time radio program begins regular simulcasts from a new ABC studio, the Terrace Casino of the Morrison Hotel, renovated for telecasting. Don McNeill is host for the program, with Fran Allison as Aunt Fanny, vocalists Johnny Desmond and Eileen Parker, comedian Sam Cowling and Eddie Ballantine and his orchestra, all regulars with the radio program. Breakfast Club had a one-time simulcast June 23, 1953, marking the radio program's 20th anniversary. (The new Terrace Casino video studio, long used for radio, but now fully equipped for telecasting, may also be used for other ABC TV programs originating in Chicago in the future).

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Who's The Boss?; DEBUT Feb 19; Fri, 9:30-10pm EST; from WABC-TV(NY), to the net. Sustaining. Pkgr- Lester Lewis Productions(NY) - (based on an idea by Allan Kalmus & Irving Settel); Prod- Lester Lewis; Prod Superv- Juliet Lewis; Dir- Charles Dubin; Sets- Romain Johnston. Panel quiz program in which panelists seek to identify famous men and women by quizzing their secretaries. One boss appears on each session, hidden from the panelists, and "dictates a letter" to his secretary, with the panel attempting to identify him from the verbal clues. Walter Kiernan is m.c., with Dick Kollmar, Polly Rowles, Horace Sutton and Sylvia Lyons as panelists on the first show.

The Mask (Sun, 8-9pm EST) Add kinescope repeats Tuesday, 8-9pm, network including NY; Wednesday, 8-9pm, network, except NY; effective March 2.

Elmer Davis; NEW TIME Feb 28; Sun, 3:30-3:45pm EST; was Sun, 1-1:15pm.

At Issue; NEW TIME Feb 28; Sun, 3:45-4pm EST; was Wed, 8-8:15pm (last time Feb 24, before move).

Answers For Americans; NEW TIME Feb 28; Sun, 1-1:30pm EST; was Wed, 8:30-9pm.

- Page 30 -

NET CHANGES(More)

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## OTHER NETWORK CHANGES(Cont'd)

CBS- Lamp Unto My Feet (Sun, 10-10:30am EST) PROD STAFF CHANGES: Prod & Script Ed- George Crothers(CBS), replacing Isabel Redman; Bill Leonard now moderator, replacing Dr. Lyman Bryson.

Love of Life (Mon thru Fri, 12:15-12:30pm EST) Richard Dunn(Blow) now producer, replacing Carl Green; Lucy Goodfellow is prod asst, replacing Janet Hill.

NBC- Deadline March 15; SPECIAL Feb 21; Sun, 3:15-3:30pm EST, one time only; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC News & Special Events; Prod & Dir- Bob Doyle. U. S. Internal Revenue Commissioner T. Coleman Andrews and members of his staff discuss income tax problems.

NETWORK SPONSOR ACTIVITY

LEVER BROTHERS(Lux Soap) thru J. Walter Thompson Co(NY) will transfer Lux Video Theatre from CBS-TV to the NBC net, effective August 26, expanding the program to one full hour, Thursdays, 10-11pm, originating in Hollywood. NBC has announced that this change will require preemption of Martin Kane in the first half-hour and local programming in the second half-hour of the new Lux spot. Lux Video Theatre debuted over the CBS-TV net Oct 2, 1950.

ECONOMICS LABORATORY, INC(Soilax) thru Scheideler, Beck & Werner, Inc(NY) will sponsor the Tuesday, 2:15-2:30pm segment of the Garry Moore Show over CBS-TV, effective March 2. CORN PRODUCTS REFINING CO(Linit) thru C. L. Miller Co(NY) will sponsor the Monday, 1:45-2pm of the Moore show, alternating each week with The Hoover Co, effective March 15.

WHITEHALL PHARMACAL CO(Anacin & BiSoDol) thru The Biow Co(NY) ends its co-sponsorship of John Daly and the News (Mon thru Fri, 7:15-7:30pm EST) over ABC-TV, effective April 9, at the end of the current cycle.

LIGGETT & MYERS TOBACCO CO(L & M Filters) thru Cunningham & Walsh, Inc(NY) picked up sponsorship of The Spike Jones Show (Sat, 8-8:30pm EST), effective Feb 13, for seven weeks, until the end of the current cycle, over NBC-TV.

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## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Maggi's Private Wire; DEBUT Feb 21; Sun, 11-11:15pm EST. Sponsor-  
New York Colonial Airlines, Inc thru Hilton & Riggio, Inc(NY); Acct Exec &  
Agcy Superv- Joseph Quin (cq) Jr. Pkgr- Gross-Baer Associates(NY);  
Prod- Gerry Gross and Norman Baer; Prod Superv- Louise Barry; Dir- Lou Volpacelli;  
Asst Dir- John Dince. Maggi McNellis interviews celebrities and comments on fashion.

WABC-TV - Manhattan Honeymoon; DEBUT Feb 22; Mon thru Fri, 10-10:30am EST.  
Sustaining. Pkgr- Gale-Adams(NY); Prod- Robert Adams; Dir- Bill  
Beal(ABC). Audience participation show for married couples, recommended for the pro-  
gram thru letters from friends. Not a quiz. Neva Patterson chit-chats with the  
couples on the occasion of anniversaries of various types. Vocalists Martha Lou  
Harp and Jerry Leighton provide musical interludes.

WNBT(Ch 4) - Portraits of a President; SPECIAL Feb 21; Sun, 11:20-11:35pm EST, one  
New York time only. Sustaining. Pkgr- WNBT News & Special Events; Prod- Leon  
Tokatyan; Dir- Hugh McPhillips. Pictorial account of the life of  
George Washington, presented through oil paintings, sculpture and a life mask, with  
narration by art critic Malcolm Vaughan, with Ben Grauer.

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LOCAL STATION ACTIVITY(Cont'd)

- WPIX(Ch 11) - National Sportsmen's and Vacation Show; SPECIAL Feb 25; Thurs, 9-10:30pm EST, one time only. Sustaining. Pkgr- WPIX; Prod & Dir- Jack Murphy. N. Y. Daily News outdoor writer Stan Smith, with Jimmy Powers and Kevin Kennedy, will describe exhibits and demonstrations at the 17th National Sportsmen's and Vacation Show at Madison Square Garden, New York.
- WOR-TV(Ch 9) - National Indoor Tennis Championship Finals; SPECIAL Feb 22; Mon, 2-5pm EST, one time only. Sponsor- Metropolitan New York Packard Motor Car dealers thru J. R. Pershall Co(Chi & NY). Dir- Ralph Giffen(WOR-TV). H. Levan Richards, tennis authority, will describe the matches.
- WOR-TV - One Hundred Pennies; SPECIAL Feb 23; Tues, 9-9:30pm EST, one time only. Sustaining. Pkgr- WOR-TV in cooperation with the Salvation Army; Prod- Jane Weadock(Salvation Army); Dir- Ralph Giffen(WOR-TV). Fannie Hurst and Patt Barnes will describe the various services of the Salvation Army in a TV report, with Commissioner Norman S. Marshall, commander of the Eastern Territory of the Salvation Army, as program host.
- WATV(Ch 13) - University; DEBUT Feb 22; Mon, 9:30-10pm EST. Sustaining. Pkgr- Newark, NJ WATV in association with New York University; Prod- Warren Kraetzer (NYU); Dir- not assigned yet. NYU professors and instructors will talk informally about their specialties on a program designed to give teachers experience in television for future educational broadcasting activities.
- WBBM-TV(Ch 2) - Vaughn's TV Garden Club; DEBUT Feb 28; Sun, 12:30-1pm CST. Sponsor- Chicago Vaughn's Seed Co thru Presba, Fellers & Presba, Inc(Chi). George Menard will present tips and advice for flower growers and will interview guest experts on the proper care of flowers and plants.
- KNBH(Ch 4) - Mike Roy's Key to the Kitchen; STATION DEBUT Feb 22; Mon thru Fri, Hollywood, LA 1:30-2pm PST. Participations. Mike Roy demonstrates indoor and outdoor cooking arts. He had previously been on KLAC-TV (now KCOP).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago &amp; Los Angeles)

(NOTE: This new feature will appear every week with information on debuts and re-runs of syndicated film series in the three main TV market areas for which information is available. Many of those listed also run in other areas).

| <u>STA &amp; CHAN</u> | <u>SERIES TITLE &amp; DISTRIB</u>               | <u>SPONSOR &amp; AGENCY</u>                                             | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u>     |
|-----------------------|-------------------------------------------------|-------------------------------------------------------------------------|-------------------|------------|-----------------|
| <u>New York</u>       |                                                 |                                                                         |                   |            |                 |
| WCBS-TV(2)            | #"Cases of Eddie Drake"<br>(CBS-TV Film Sales)  | -Carter Products thru<br>SSC&B alt with Krueger<br>Brewing Co thru Grey | 2/6               | Sat        | 7-7:30pm        |
| WCBS-TV(2)            | *"Linkletter & The Kids"<br>(CBS-TV Film Sales) | -General Baking Co(Bond<br>Bread) thru BBD&O                            | 2/27              | Sat        | 6:45-7pm        |
| WCBS-TV(2)            | @ "Paul Killiam Show"<br>(Sterling Television)  | -Participations                                                         | 2/27              | Sat        | 6:30-6:45<br>pm |
| <u>Chicago</u>        |                                                 |                                                                         |                   |            |                 |
| WBKB(7)               | *"Biff Baker, U.S.A"<br>(MCA-TV, Ltd)           | -Land O'Lakes Creameries<br>(Butter) thru Campbell-<br>Mithun, Inc.     | 2/21              | Sun        | 10-10:30pm      |
| WBKB(7)               | *"Waterfront"<br>(United TV Programs)           | -Chicago Packard Dealers<br>thru J. R. Pershall Co.                     | 2/25              | Thu        | 10-10:30pm      |

CODE: \*First run in market #Re-run in market @First run continuation





# LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

| <u>STA &amp; CHAN</u>  | <u>SERIES TITLE &amp; DISTRIB</u>                 | <u>SPONSOR &amp; AGENCY</u>                         | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u> |
|------------------------|---------------------------------------------------|-----------------------------------------------------|-------------------|------------|-------------|
| <u>Chicago(Cont'd)</u> |                                                   |                                                     |                   |            |             |
| WBKB(2)                | *"Rocky Jones, Space Ranger" (United TV Programs) | -Gordon Baking Co(Silver Cup Bread) thru N. W. Ayer | 2/25              | Thu        | 5:15-5:45pm |

## Los Angeles

|          |                                                                 |                                       |      |     |            |
|----------|-----------------------------------------------------------------|---------------------------------------|------|-----|------------|
| KTTV(11) | *"Waterfront" (United TV Programs)                              | -Standard Oil Co of Cal. thru BBD&O   | 2/16 | Tue | 7:30-8pm   |
| KNBH(4)  | #"Regal Theatre" (former "Chevron Theatre" films - MCA-TV, Ltd) | -Whitehall Pharmacal Co thru Biow Co. | 2/17 | Wed | 10:30-11pm |

CODE: \*First run in market #Re-run in market

FILM DIGEST: Authors Playhouse (Eugene Solow & Brewster Morgan) have acquired exclusive rights to the literary works of the late Ring Lardner..... Armstrong Tire & Rubber Co is offering The Big Playback (Screen Gems) to its dealers on a 50-50 cooperative basis for TV, with commercials supplied by Armstrong.....Arizona Brewing Co has signed for regional sponsorship in several Southwestern markets of Duffy's Tavern.....Robert Gundlach is set designer on the current 13-film group of Janet Dean, R.N. films. Hank Aldrich did the first 12. MPTV announced that the forthcoming third group of Dean films will be in color.

NEWS AND COMMENT: Radio Corporation of America appointed three agencies to handle advertising formerly placed thru J. Walter Thompson Co. The agencies and accounts are Kenyon & Eckhardt, Inc., for RCA sponsored radio and TV shows, RCA home instruments and RCA institutional advertising; Grey Advertising Agency for the National Broadcasting Co and RCA Victor records; and Al Paul Lefton Co for home appliances and electronic products.....KING-TV(Seattle) and KING radio added a helicopter to its news-gathering equipment and opened Seattle Private Heliport No 1 on the roof of its Radio and Television Center. The Hiller 12-B helicopter is operated by Helicopter Service and Sales Co of Seattle which owns the craft.....Motion picture director-producer Mitchell Leisen was named general-director of the motion picture Academy Awards presentation; with Donald O'Connor named m.c. for the program, to be telecast over NBC March 25. Andre Previn has been named music director, with Bobby Helfer as orchestra manager and assistant to Previn. ....New York's Board of Higher Education withdrew its Panorama series from WABD, key DuMont station in New York because telecasts of professional basketball games on Saturday afternoon frequently ran over time and forced delays of the educational program. Previously, football telecasts had caused the same type of delays..... At least one TV film program producer and one motion picture producer have claimed in recent weeks that contemplated films would be backed by "the Chemical National Bank of New York". Inasmuch as there isn't any such bank in New York, one wonders about producers who don't know the name of the bank supposedly backing their production plans. A check with Chemical Bank and Trust's public relations dept in New York reveals that as far as they know the bank has no interest in any TV film production. Chemical National was the name of a predecessor of Chamical Bank and Trust Co.

PERSONNEL CHANGES: Everett Freeman has been signed by CBS Television in Hollywood as a writer-producer-director. He has been a motion picture and radio writer and producer.....William Anderson named publicity manager for WNBT-WNBC(NY). He had been press editor for WOR-TV. Anderson reports to Bob Blake, WNBT-WNBC publicity director, who added the duties to his NBC owned and operated station publicity chore after Phil Dean resigned recently as WNBT-WNBC publicity director.....E. J. Rosenberg appointed director of sales development for the DuMont network.





TALENT SHOWSHEET FEBRUARY 22-28, 1954  
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Most of the shows on February 19, 20, 21 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 26. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY FEBRUARY 19
 ~~~~~

|                                                      |                     |                                                                                                                                                                        |
|------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE NEW REVUE                                        | CBS 5:30            | Mary Mayo (S), Mata and Hari (D), Maurice Rocco (M) & regulars                                                                                                         |
| MAMA<br>(Peggy Wood)                                 | CBS 8pm             | <u>Katrin at the Exposition</u> - (O) by Turner Bullock; with regulars & Joyce Van Patten, Betty Sinclair, Alex Clark; Dir by Sidney Lumet substituting this week only |
| DAVE GARROWAY                                        | NBC 8pm             | Connie Russell (S); Steve Allen substitutes for Garroway                                                                                                               |
| LIFE BEGINS AT 80<br>Inner Sanctum<br>(Paul McGrath) | DuM 9pm<br>WOR 9:30 | Juanita Hall (S) & regulars<br><u>The Page of Fear</u> - with Paul Stewart, John Alexander, Bruno Wick, Peter Capell, Jim Boles, Ed Holmes; (SW & SD)                  |
| WHO'S THE BOSS?<br>(Walter Cronkite)                 | ABC 9:30            | Panelists: Polly Rowles, Horace Sutton (editor), Dick Kollmar, Sylvia Lyons (writer) (PREMIERE, NEW SHOW)                                                              |

SATURDAY FEBRUARY 20  
 ~~~~~

ROD BROWN	CBS 11:30	regulars & Edwin Cooper, Robert Culp, Charles Welch; (SD)
SECRET FILES OF CAPTAIN VIDEO (Al Hodge)	DuM 11:30	<u>The Hungry Idol</u> - (O) by Carey Wilber; with regulars & Stefan Schnabel, Jack Klugman, Jay Barney; (SD)
Johnny Jupiter (Wright King)	WABC 5:30	<u>The Gold Machine</u> - (O) by Allan Stone, (A) by Alan Stern; with regulars & Burton Mallory; (SD)
Range Rider (Jack Mahoney & Dick Jones)	WNBT 6:30	<u>Ambush on Coyote Canyon</u> - (O) by John K. Butler; with regulars & Clay Moore, Harry Lauter, Nan Leslie, Kermit Maynard, Judd Holden, Fred Krone, Boyd Stockman, Rocky Shahan; (SD)
Man Against Crime (Ralph Bellamy)	WNBT 7pm (NBC&DuM Sun 10:30pm)	<u>Mike's Missing Marbles</u> - (O) by Bradford Ropes; with Patricia Ferris, Malcolm Beggs, Jan Miner, Wendell K. Phillips, Walter Klavun, Logan Field, Johanna Douglas, Paul Clarke, Remo Pisani
ON YOUR WAY	ABC 7pm	Charlie Gracie (S&M)
ETHEL AND ALBERT (Peg Lynch&Alan Bunce)	NBC 7:30	regulars & Harrison Dowd, Kathleen Comegys, Roy Fant, Gage Clarke, John Craven; (SW & SD)
SPIKE JONES	NBC 8pm	Eddy Arnold (S) & regulars (FROM HOLLYWOOD)
JACKIE GLEASON (Carney&Meadows)	CBS 8pm	Garry Moore substitutes for Gleason with Gleason regulars, Moore regulars: Denise Lor, Ken Carson, Durward Kirby
MARTHA RAYE SHOW	NBC 9pm	Ezio Pinza (S), Charlie Applewhite (S), Rocky Graziano (boxer), Joey Faye (C)
COL. HUMPHREY FLACK (Alan Mowbray & Frank Jenks)	DuM 10pm	<u>Do You Call This Living?</u> - (O) by Ed Jurist & S. L. David; with regulars & Peggy Allenby, House Jameson, Cliff Hall, Stanley Prager, Harold Grau, Lee Bergere; (SD)
MEDALLION THEATRE	CBS 10pm	<u>Voyage Back</u> - (O) by Tad Mosel; with Nancy Kelly, Richard Kiley, Claudia Morgan, Ann Thomas, Carter Blake; (SD)
<u>Orient Express</u>	WCBS 10:30	<u>The Marked Man</u> - (O) by George Houghton; with Thomas Gallagher, Michael Morrell, Luciana Vedovelly, Adam Gennette, Varlo Addobbaty; (SD) by Robert Spafford

SUNDAY FEBRUARY 21
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|                                     |           |                                                                                                                                    |
|-------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Bill Leonard) | CBS 10am  | <u>The Cross and the Globe</u> - (O) by Jerome Coopersmith; with Helmut Dantine, Robert Harris, Christine White, Ellen Klein; (SD) |
| LOOK UP AND LIVE                    | CBS 10:30 | Eddie Fisher (S), Bess Myerson, June Lockhart                                                                                      |
| FRONTIERS OF FAITH                  | NBC 1:30  | Judith Anderson                                                                                                                    |





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HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	Miss Tracy of Mt Vernon - (O) by Elaine Ryan; with Peter Graves, Frieda Inescourt, Paul Cavanaugh, Clarence Muse, Alan Hale, Jr., Mady Norman, Dan Riss, Ford Rainy, Stanley Andrews, Michael Monroe; (SD, FROM HOLLYWOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Scene from <u>The Merry Wives of Windsor</u> - (O) by Shakespeare; Yale Production directed by Frank McMullan; Music arranged & conducted by Quincy Porter, student cast; <u>Time Out of War</u> - (O) by Robert W. Chambers (Pickets), Produced on FILM by Terry & Saunders of UCLA; Marais & Miranda (S)
YOU ARE THERE (Walter Cronkite, Ned Calmer, Don Hollenbeck, Harry Marble)	CBS 6:30	The First Command Performance of <u>Romeo and Juliet</u> - (O) by Jeremy Daniel; with Douglas Watson, Rod Steiger, Kenneth Walken, Mildred Dunnock, John Baragrey, Bramwell Fletcher, Richard Newton, Kendall Clark, Jerome Kilty; (SD)
Roy Rogers (&Dale Evans)	NBC 6:30	<u>Shoot to Kill</u> - (O) by Dwight Cummins; with regulars & Alfalfa Switzer, John Doucette, Bill Catching, Paul Fierro, Al Ferguson, Les Roberts; (SD)
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	Johnny Dorrelli (S&M), John Melanie (M), Nancy Ritter (contortionist), Phyllis Sdoia (M), the Ray Sneed Dancers (FROM PHILA)
MR. PEEPERS (Cox)	NBC 7:30	regulars & Ernest Truex, Sylvia Field; (SD,SW)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from <u>The Barber of Seville</u> - opera by Rossini; with Bruno Landi, Frank Guarrera, Marjorie Gordon; (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Tony Martin (S), Senor Wences (ventriloquist), Myron Cohen (C) Mattawilde Dobbs (S); Scene from <u>Dial M for Murder</u> - (O) by Frederick Knott; with Maurice Evans, Margaret Phillips, Logan Field, Francis Bethencourt
THE MASK (Gary Merrill & William Prince)	ABC 8pm	(O) by Robert Tallman; with regulars & George Macready, Hildy Parks, Pat Breslin, Frances Williams, Tom Tryon; (SD, ALSO SEEN ON KINE MON 8-9pm, TUE NET ONLY, NOT WABC, 8-9pm)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Time to Kill</u> - (O) by Gene Watts; with regulars & Robert Webber, Barbara Joyce, John Dutra, William Coburn, Emory Richardson; (SD)
<u>General Electric Theatre</u>	CBS 9pm	<u>Here Comes Calvin</u> - (O) by Mark Lachman & Charles Stewart; with Jack Carson, Mabel Albertson, Bob Carson, Phyllis Coates, Gabriel Curtiz, Allen Jenkins, Moroni Olsen, Herb Vigran; Dir by William Asher
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>Statute of Limitations</u> - (O) by A. J. Russell; with Larry Gates, Martin Balsam, Ann Jackson, Barbara Baxley; add: Lonny Chapman, Jerry Morris, Will Hare, David White, Josephine Nichols, George Mitchell, Jerry O'Loughlin, Charles Sladen; (SD) by V. Donehue
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>Too Smart to Live</u> - (O) by Norman Sweatman; with John Marley, Mary Fannelly, Tommy Maier, Marion Noble; (SD)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	<u>Richmond</u> - with Frank Fenton, Roy Fant, William Thunhurst, Leslie Barrett, Joe Maross, Robert Lieb, Roland Wood; (SD); no author credited
THE WEB	CBS 10pm	<u>Paper Doll</u> - (O) by Art Wallace; with Wynne Gibson, Pat Harrington, Marian Russell, Tony Brande, James Bender, Hal Burdick, Morton L. Stevens, Myrtle Hebard; (SD) by Herb Hirschman
<u>Loretta Young Show</u>	NBC 10pm	<u>Big Little Lie</u> - originally scheduled for 1/24/54(See Issue of 1/17/54-Page D)

MONDAY FEBRUARY 22
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|                                   |          |                                                                                                                                                                                            |
|-----------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JAMIE<br>(Brandon de Wilde)       | ABC 7:30 | <u>The Crush</u> - (O) by Don Ettlinger; with regulars & Betty Lou Keim, Fred Eisley, Gene Persson, Florence Sundstrom; (SD)                                                               |
| ARTHUR MURRAY PARTY               | NBC 7:30 | Vic Damone (S) substitutes for vacationing Kathryn Murray                                                                                                                                  |
| ARTHUR GODFREY'S<br>TALENT SCOUTS | CBS 8:30 | Garry Moore substitutes for vacationing Godfrey; Dell-Tones (Celestine Howard, Gloria Alleyne, Della Simpson, Rachel Gist, all S), Victor Mendoza (S), Pat O'Connor (S), Mitchell Gregg(S) |
| VOICE OF FIRESTONE                | NBC 8:30 | Dorothy Warenskold, Cesare Siepi (both S)                                                                                                                                                  |

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1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

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1. The first step is to identify the problem. This involves understanding the current situation and what needs to be changed.

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 10.  $\frac{1}{2} \times \frac{1}{2} = \frac{1}{4}$

Figure 1. The effect of the concentration of the *Agrobacterium* suspension on the transformation efficiency of *Agrobacterium* strains. The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* suspension was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D).

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TIME: 10:00 AM

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ROSS REPORTS - 2/21/54 - Page C

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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 19 THRU FRIDAY FEBRUARY 26

SATURDAY FEBRUARY 27
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SUNDAY FEBRUARY 28  
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BOSS REPORTS - 2/21/54 - Page 3

TALENT SHOWSHEET

1. The first part of the document discusses the general situation of the country and the role of the government. It mentions the need for a strong central authority and the importance of maintaining order and stability.

2. The second part of the document discusses the economic situation and the need for reform. It mentions the importance of a strong financial system and the need to attract foreign investment.

3. The third part of the document discusses the social situation and the need for reform. It mentions the importance of a strong legal system and the need to protect the rights of the people.

4. The fourth part of the document discusses the political situation and the need for reform. It mentions the importance of a strong executive branch and the need to protect the rights of the people.

5. The fifth part of the document discusses the military situation and the need for reform. It mentions the importance of a strong defense force and the need to protect the country from external threats.

6. The sixth part of the document discusses the cultural situation and the need for reform. It mentions the importance of a strong educational system and the need to promote the arts and sciences.

7. The seventh part of the document discusses the foreign relations situation and the need for reform. It mentions the importance of a strong diplomatic corps and the need to establish friendly relations with other countries.

8. The eighth part of the document discusses the internal security situation and the need for reform. It mentions the importance of a strong police force and the need to protect the country from internal threats.

9. The ninth part of the document discusses the environmental situation and the need for reform. It mentions the importance of a strong environmental protection agency and the need to protect the country's natural resources.

10. The tenth part of the document discusses the future of the country and the need for reform. It mentions the importance of a strong vision for the future and the need to implement the reforms discussed in the previous parts of the document.

11. The eleventh part of the document discusses the conclusion of the document. It mentions the importance of a strong conclusion and the need to summarize the main points of the document.

12. The twelfth part of the document discusses the appendix. It mentions the importance of a strong appendix and the need to provide additional information to support the main text of the document.

Ross Reports ON TELEVISION

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MARCH 1-7, 1954

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VOLUME 6

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EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (1)

NBC- 10:30-10:45am EST, Mon thru Fri; RETURN; One Man's Family; from KNBH(H'wood) to the net. Sustaining. Pkgr- Carlton E. Morse Productions(H'wood); Prod- Richard Clemmer; Dir- Jack Smight; Creator-Writer- Carlton E. Morse; Music Dir- Paul Watson. The story of the Barbour family and their five children returns to TV as an across-the-board feature. The program made its TV debut Nov 4, 1949, and when it went off the air June 21, 1952, it had been seen Saturdays, 7:30-8pm over NBC-TV, originating in New York. The new series, originating at NBC-TV studios in Burbank, Calif., will feature Theodor (cq) von Eltz as Father Henry Barbour, Mary Adams as Mother Fanny Barbour, Russell Thorson as Paul, Linda Leighton as Hazel, James Lee as Clifford, Anne Whitefield as Claudia, Martin Dean as Jack and Jack Edwards as Johnny Roberts.

NBC- 11am-12noon EST, Mon thru Fri; DEBUT; Home; from WNBT(NY), to the net.

Participations. Pkgr- NBC-TV(NY); Exec Prod- Richard A. R. Pinkham; Prod- Jack Rayel; Assoc Prod & Exec Dir- Richard Linkroum; Dir- Garth Dietrich; Senior Editors- Kay Elliot (fashion, beauty, food, home decoration, gardening, "how-to-do-it," etiquette, shopping) and August Spectorosky (child care, family affairs, special projects, physical health); Off Camera topical eds- Duncan MacDonald, leisure time activities; Nancy Anne Graham, food; Hazel Arnett, fashion and beauty; Claire Barrows, home decoration; Phyllis Adams, health; Terry Fox, shopping; Midwest Ed- Dorsey Connors (WNBQ, Chi); Set Design- Sol Cornberg; Set by- Bill Riggs. Cast on camera includes Arlene Francis, editor-in-chief; Poppy Cannon, food editor; Estelle Parsons, special projects editor; Eve Hunter, fashion and beauty editor; Miss Sydney Smith, home decoration editor; Dr. Rose Franzblau, family affairs and child care editor; Elinor Ames, etiquette editor; Will Peigelbeck, gardening and "how-to-do-it" editor. The program will present women's service information in all the fields noted. Arlene Francis will guide viewers from one feature to the next and will also handle the on camera leisure time activities and shopping features. Each of the on camera editors will appear several times each week. In addition to cut-ins from Chicago with Dorsey Connors, other key points around the country will be cut in on the program occasionally via mobile units. Elizabeth Haglund is public relations coordinator, acting as liaison between the production staff and departments of NBC-TV. The Home unit's offices are in the Dauphin Hotel, Broadway & 67th St., New York, within a block of the NBC 67th St studio housing the permanent Home set.

1. The first part of the paper is devoted to a review of the literature on the effects of the 1997-1998 Asian financial crisis on the economies of the Asian countries. The second part of the paper is devoted to a review of the literature on the effects of the 1997-1998 Asian financial crisis on the economies of the Asian countries. The third part of the paper is devoted to a review of the literature on the effects of the 1997-1998 Asian financial crisis on the economies of the Asian countries.

The first thing I noticed
 when I stepped out of the car
 was the smell of the sea.
 It was a salty, sweet
 scent that I had never
 experienced before. The air
 was cool and refreshing,
 a stark contrast to the
 heat of the city. I took
 a deep breath and felt
 a sense of peace wash
 over me. The sound of the
 waves crashing against the
 shore was a soothing melody
 that I had never heard
 before. I felt like I had
 found a new world, a place
 where I could finally relax
 and let go of all my worries.
 The sun was shining brightly
 in the sky, and the water
 was a brilliant blue. I
 felt like I was in a dream.
 I had found a place where
 I could truly be myself.
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THIS WEEK(Cont'd)

Tuesday(2)

CBS- 5:30-6pm EST; DEBUT; The Paul Tripp Party (Color); from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Exec Prod- Richard Lewine; Prod- Burt Shevelove; Dir- Kirk Alexander; Music Dir- Ray Carter; Sets- Jac Venza; Costumes- Bill Griffin; Writer- Max Wilk; Casting- Helen Keane(CBS Casting). Paul Tripp m.c.'s CBS Television's second regular variety show to be telecast in color (in addition to The New Revue, Fri, 5:30-6pm EST). The Paul Tripp Party is a children's program, featuring comedian Kenny Delmar and variety acts, with children's entertainment, games, etc. (The New Revue debuted Nov 13, 1953, as a local WCBS-TV color program, with color on closed circuit only and b & w for public viewers. Late in December it was serviced to WMAR-TV(Balt) and Jan 22, 1954, the sustainer was opened to the net in color).

NBC- 11:45am-12:30pm EST; SPECIAL; Mardi Gras (Rex and Comus Parades); also March 3, 12midnight-1am EST, Rex and Comus Balls; from WDSU(New Orleans), to the net. Sustaining. Pkgr- NBC News & Special Events; Prods- W. A. Garden & Tom Hicks(WDSU). Telecasts of parts of the Mardi Gras Carnival parades and Carnival Balls.

Thursday(4)

ABC- 8-8:30pm EST; DEBUT; It's About Time; from WBKB(Chi), to the net. Sustaining. Pkgr- Louis G. Cowan, Inc(Chi); Prod- John Lewellen; Dir- Jay Sheridan. Dr. Bergen Evans moderates a new panel show with panelists attempting to identify events of the past thru clues in old phonograph recordings, dramatic vignettes and scrambled headlines concerning the political, business, entertainment and sports worlds. Regular panelists include drama critic Robert Pollak, former Quiz Kid Ruthie Duskin, announcer Vin Gottschalk and housewife Sherl Stern.

Saturday(6)

CBS- 10:30-11pm EST; SPECIAL; Adlai Stevenson Address; from WTVJ(Miami), simulcast, to the net. Sustaining. Production personnel not assigned at press time. Adlai Stevenson addresses the Southern States Rally of the Democratic Party at the Municipal Auditorium, Miami Beach. The rally includes party leaders from 11 Southern states.

OTHER NETWORK CHANGES & ADDITIONS

NBC- NEW DAILY SCHEDULE: (Mon thru Fri) 7-9am EST, CST, Today; 10-10:30am EST, Ding Dong School; 10:30-10:45am EST, One Man's Family; 10:45-11am EST, Three Steps to Heaven; 11am-12noon EST, Home; 12noon-12:15pm EST, Bride and Groom; 12:15-12:30pm EST, Hawkins Falls; 12:30-1pm EST, The Betty White Show; 1-3 pm, no net service; remainder of daily schedule as before.

NETWORK SPONSOR ACTIVITY

NASH-KELVINATOR CORP(Kelvinator Div) thru Geyer Advertising, Inc, will become alternate week sponsor of Danger (Tue, 10-10:30pm EST) over CBS-TV, starting March 16. Block Drug Co (Ammident) thru Cecil & Presbrey, Inc., Danger sponsor since its debut, continues as alternate week sponsor.

O-CEDAR CORP(Mops & Polishes) thru Turner Advertising Agency(Chi) will be alternate week sponsor of Meet Millie, effective March 16, when the program returns to CBS-TV in a new day and time period, Tues, 9-9:30pm. Alternate sponsor, beginning March 23, is Carter Products, Inc., previously announced (See p 15).

GENERAL FOODS CORP(Instant Jello) thru Young & Rubicam, Inc(NY) will sponsor the Wed 3:30-3:45pm segment of Bob Crosby Show (Mon thru Fri, 3:30-4pm) eff March 3 over CBS.

1990

LOCAL STATION ACTIVITY

- WABC-TV(Ch 7) - Your Date With Sean Downey; DEBUT Mar 1; Mon thru Fri, 7-7:10pm EST. Sustaining. Pkgr- WABC-TV; Prod & Writer- Bob Roberts(ABC); Dir- John Paul Jones. Morton Downey, Jr., stars in a musical series, backed by a three-piece instrumental group, with a female vocalist to be announced. Program replaces the Monica Lewis Show in this time slot.
- WABC-TV - Roger Price, The Weather Teller; DEBUT Mar 1; Mon thru Fri, 7:10-7:15pm EST. Sponsor- The Savings Banks of N. Y. State thru Muir and Co(NY); Acct Exec- George O. Muir; Agcy Superv- Hu Chain (cq) & Roy Kelly. Prod- Muir & Co in assoc with WABC-TV staff; Dir- Lee Davis & Paul Kane. Comedian Roger Price presents weather information, illustrated with his own sketches. Program replaces Weather Report with Scotty Scott in this time slot.
- WABC-TV - Your Show; CHANGE Feb 22, March 8; Mon thru Fri, 10:30-11:25am EST. Sustaining. Pkgr- Gross-Baer Productions(NY); Prod- Gerry Gross & Norman Baer; Prod Superv- Bobby Sherman; Dir- Roger Shope; Sets- Norman Davidson. Polly Bergen and Bill Tabbert, vocalists, star in this variety and interview show, with Miss Bergen's husband, Jerome Courtland, taking over the male vocalist's spot on March 8. Program previously starred Robert Alda, with guest artists.
- WNBT(Ch 4) - NEW LOCAL SCHEDULE Mar 1: 9-10am, The Herb Sheldon Show, with Josie's Kitchen as an insert segment, 9:20-9:40am. William Stein is now producer. 1-1:30pm, The Morey Amsterdam Show, with Ray McKinley and his band added. Francey Lane continues as vocalist. Bob Stewart is now producer. 1:30-2pm, Here's Looking At You, with Richard Willis. 2-3pm, The Tex and Jinx Show, featuring Tex McCrary and Jinx Falkenburg, with Ethel Waters in a daily segment, and pianist Stan Freeman as a once a week guest. Prod- Eve Sandeffer; Dir- Ted Nathanson. All programs listed above are Mon thru Fri.
- WPIX(Ch 11) - Man In Your Life; STAR CHANGE Mar 1; Mon, 4:40-5pm EST. Sponsor- Dilbert Brothers(grocery chain) thru Paul Smallen Advertising(NY). Prod- Paul Smallen Advertising; Dir- Ted Estabrook(WPIX). Lily Lodge, daughter of Gov John Lodge of Connecticut, stars as m.c. and interviewer, succeeding Ruby Hunter. Miss Lodge is a stage, radio and TV actress.
- WBBM-TV(Ch 2) - TV Garden Club; CHANGE Feb 28; Sun, 12:30-1pm CST. James H. Burdett is featured garden expert, in place of George Menard, originally announced. (See debut listing, p 32).
- WBKB(Ch 7) - Of Many Things; LOCAL DEBUT Feb 16; Tue, 7:30-8pm CST. Sponsor- City National Bank & Trust Co of Chicago thru George H. Hartman Co. Pkgr- Louis G. Cowan, Inc(Chi). Bergen Evans discusses a wide range of subjects with authorities in various fields. Program had been an ABC-TV net show, sustaining, from Oct 5, 1953, to Jan 11, 1954, but has never been seen in Chicago.
- KNXT(Ch 2) - Pounds Off; DEBUT Feb 18; Thurs, 10:30-10:45am PST. Sponsor- Carol Hollywood, LA Joyce Cosmetics thru Townsend TV Agency. Dir- Bob Lehman. Florence Pepper stars as instructor-example in this exercise-variety program. Miss Pepper expects to lose three pounds during each program of the 13-week cycle, dropping from her present weight of 160 to 121 pounds.
- WMAL-TV(Ch 7) - TALENT ADDITION: Milton Q. Ford, leading Washington disc jockey, Washington, DC who has been host on the WMAL-TV Family Playhouse, a movie showcase, joined the talent staffs of WMAL-TV and WMAL, effective Feb 22, on an exclusive basis.

1. The purpose of this document is to provide a comprehensive overview of the current state of the project and to outline the key findings and recommendations.

2. The project has been conducted in accordance with the established protocols and procedures, and the results have been carefully reviewed and analyzed.

3. The findings of the project indicate that there are several areas where improvements can be made, and these are outlined in the recommendations section.

4. It is recommended that the following actions be taken to address the identified issues and improve the overall performance of the project.

5. The project team will be responsible for implementing these recommendations, and progress will be monitored and reported on a regular basis.

6. The project is currently on track, and it is expected that the final results will be completed by the end of the year.

7. The project team is committed to ensuring that the project is completed on time and to the highest quality standards.

8. The project has been a success, and the results have been used to inform future projects and improve the overall quality of the organization's work.

9. The project team is grateful for the support and assistance provided by all stakeholders, and they look forward to continuing to work together to achieve the organization's goals.

10. The project is a testament to the power of teamwork and collaboration, and it is a source of pride for the organization.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WNBT(4)	*"Rocky Jones, Space Ranger" (United TV Programs)	-Gordon Baking Co(Silver Cup Bread) thru N. W. Ayer	2/27	Sat	10:30-11am
<u>Los Angeles</u>					
KTLA(5)	*"Duffy's Tavern" (MPTV)	-C V A Corp(Roma Wines) thru Foote, Cone & Belding(S.F.) alt weeks(@)	2/23	Tue	10-10:30pm

CODE: *First run in market (@)Alternate week is sustaining

FILM PACKAGES

Waterfront CURRENT(Hollywood); Preston Foster stars as the captain of a Los Angeles harbor tugboat, with Lois Moran as his wife; 26 films in current series. Avail- Limited markets (Standard Oil of Cal sponsors on West Coast; others in several major cities). Cost Range- On request. Pkgr-Film Prod- Roland Reed Productions, c/o Hal Roach Studios, 8822 Washington Blvd, Culver City, Cal.; Exec Prod- Guy V. Thayer; Prod- M. Bernard Fox; Assoc Prod- Arthur Pierson; Dir- Phil Karlson; Prod Mgr- Dick L'Estrange; Art Dir- McClure Capps; Characters created by- M. Bernard Fox; Casting- William Tinsman. Dist- United Television Programs, Inc., 444 Madison Ave., New York 22, N. Y.

NEWS AND COMMENT: The Pulse, Inc., will double the sample size in some major markets in making its Telepulse surveys, doubling its "cluster points" (areas in which interviewers question viewers), for instance, upping the New York total from 40 to 80 cluster points. Pulse asserts that only its direct interview method makes it possible to include ethnic groups in their true proportions thru the use of foreign language speaking interviewers.....A. C. Nielsen Co reports that the average soap opera in TV has the lowest average cost per thousand viewers than any program type in TV, daytime or nighttime, of any duration, with \$3.98. Of the evening TV shows, mysteries have the lowest average per thousand at \$6.11.....Sid Caesar signed a long-term contract with NBC-TV to star in his own one-hour TV show next season, while NBC announced that Caesar's current partner-star on Your Show of Shows, Imogene Coca, is working on a new half-hour series for next season. NBC also announced that Your Show of Shows will again be produced by Max Liebman next season with new performers and a new format. The program will have its last show with its current stars on June 5.....NBC will use the RKO Pantages Theatre in Hollywood and the NBC Center Theatre in New York as origination studios to present Academy Award winners on its March 25 simulcast of the awards.....DuMont Television Network terminated service over KCTY(Kansas City) as of Feb 28. The net recently bought the UHF station from Empire Coil Co for \$1 for use as a field laboratory, but market penetration by a UHF station proved too costly. DuMont picked up KCMO-TV(KC) as a primary affiliate effective immediately. The station is owned and operated by Meredith Engineering Co, operators of three other DuMont affiliates.

PERSONNEL CHANGES: James A. Stabile named director of ABC's newly created Business Affairs Dept, responsible for all negotiations and contracts affecting all net radio and TV programs.....Ralph Hodges named program coordinator for CBS-TV Pacific Net's morning show, Panorama Pacific, originating from KNXT(LA).....Richard C. Ross named news director of KING-TV(Seattle).....Mrs. Merrell Binkley named assistant mgr of promotion and publicity, WIS-TV(Columbia, S.C.).....Newton E. Meltzer joined Van Praag Productions(NY) as producer-director-writer, for all types of films.

TALENT SHOWSHEET MARCH 1-7, 1954
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Most of the shows on February 26, 27, 28 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 5. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

|                                             |                |                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRIDAY FEBRUARY 26<br>~~~~~                 |                |                                                                                                                                                                                                                                                                                                                                                             |
| MAMA<br>(Peggy Wood)                        | CBS 8pm        | Dagmar and Sersen - (O) by Jerome Ross; with regulars & Glen Burris, Janet Parker, Irene Moore; (SW & SD)                                                                                                                                                                                                                                                   |
| LIFE BEGINS AT 80                           | DuM 9pm        | Basil Rathbone & regulars                                                                                                                                                                                                                                                                                                                                   |
| Inner Sanctum<br>(Paul McGrath)             | WOR 9:30       | Port of Regrets - with Ian Keith, Jeanne Shepherd, Stefan Schnabel, Michael Tolan; (SW & SD)                                                                                                                                                                                                                                                                |
| SATURDAY FEBRUARY 27<br>~~~~~               |                |                                                                                                                                                                                                                                                                                                                                                             |
| ON THE CAROUSEL                             | CBS 9am        | Harry Bartron (panto); <u>The Loon's Necklace</u> Canadian film                                                                                                                                                                                                                                                                                             |
| ROD BROWN                                   | CBS 11:30      | regulars & John Vivyan, Marjorie Redmond; (SW & SD)                                                                                                                                                                                                                                                                                                         |
| TOM CORBETT(Thomas)                         | DuM 11:30      | Jack Lord, Gordon Swen & regulars                                                                                                                                                                                                                                                                                                                           |
| AN EYE ON NEW YORK                          | WCBS 3pm       | kill: Charles Collingwood; add: Harry Marble as moderator                                                                                                                                                                                                                                                                                                   |
| Johnny Jupiter<br>(Wright King)             | WABC 5:30      | <u>The Rival</u> - (O) by Jerome Coopersmith & Sam Rockingham, (A) by J.C.; with regulars & John Dutra; (SD)                                                                                                                                                                                                                                                |
| <u>The Range Rider</u><br>(Jack Mahoney)    | WNBT 6:30      | <u>Feud at Friendship City</u> - (O) by Buckley Angell; with regulars & John Hamilton, Myron Healey, William Fawcett, Bob Woodward(SD)                                                                                                                                                                                                                      |
| <u>Man Against Crime</u><br>(Ralph Bellamy) | WNBT 7pm       | <u>U. F. O.</u> - (O) by Dewitt H. Copp; with Bill Harrigan, Ken Buckridge, Bob Carson, Paul Lipson, Guy Raymond; (SD) (ALSO SEEN NBC, NET ONLY, & DuM INCLUDING WABD ON SUNDAY 10:30pm)                                                                                                                                                                    |
| MAGIC COTTAGE<br>(Pat Meikle)               | DuM 7pm        | Hal Cooper, Bernard Kates, Skedge Miller, Stewart Bradley; (SW & SD, SPECIAL ONE-SHOT, BROTHERHOOD WEEK SHOW)                                                                                                                                                                                                                                               |
| ETHEL AND ALBERT                            | NBC 7:30       | regulars & Walter Abel, John Gibson, Cele McLaughlin; (SW & SD)                                                                                                                                                                                                                                                                                             |
| LEAVE IT TO-GIRLS<br>(John Henry Faulk)     | ABC 7:30       | regulars & Frank Conniff, Harriet Van Horne(both columnists), Vanessa Brown                                                                                                                                                                                                                                                                                 |
| SPIKE JONES                                 | NBC 8pm        | regulars & Margaret Truman (S) (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                             |
| JACKIE GLEASON                              | CBS 8pm        | Red Skelton substitutes; Dolores Hawkins(S), Florian Zabach(M)                                                                                                                                                                                                                                                                                              |
| YOUR SHOW OF SHOWS<br>(Caesar & Coca)       | NBC 9pm        | regulars & Jackie Cooper, host; Mata & Hari (D), Keith Textor & Sylvia Michaels, Jack Russell (all S), Peter Conlow (D)                                                                                                                                                                                                                                     |
| COL. HUMPHREY FLACK<br>(Alan Mowbray)       | DuM 10pm       | <u>The Flower Girl</u> - (O) by Michael Morris, Ed Jurist & S. L. Davis; with regulars & Leona Powers, Rosemary Prinz, Wright King, Cornelius Frizell; (SD)                                                                                                                                                                                                 |
| MEDALLION THEATRE                           | CBS 10pm       | <u>Homestead</u> - (O) by Michael Blair, (A) Ben Zavin; with Eddie Albert, Richard Bishop, Joan Copeland, Crahan Denton, Ralph Dunn, James Gregory, Clifford Sales, John Shellie; (SD)                                                                                                                                                                      |
| <u>Orient Express</u>                       | WCBS 10:30     | <u>Portrait of a Lady</u> - (O) by Peter Berneis; with Colette Marchand, Peter Walker, Pierre Gay, Roger Treville, Maia Noel; Dir by Steve Szekely                                                                                                                                                                                                          |
| SUNDAY FEBRUARY 28<br>~~~~~                 |                |                                                                                                                                                                                                                                                                                                                                                             |
| LAMP UNTO MY FEET<br>(Bill Leonard)         | CBS 10am       | <u>Lily of the Mohawks</u> - (O) by Albert J. Nevins; with Henry Silva, Scott Moore, Miriam Colon, Jonathan Harris; (SD)                                                                                                                                                                                                                                    |
| YOUR BIG CHANCE                             | WABC 12N       | Diana Herbert replaces Hildy King as hostess & moderator                                                                                                                                                                                                                                                                                                    |
| FRONTIERS OF FAITH                          | NBC 1:30       | Gladys Swarthout (S)                                                                                                                                                                                                                                                                                                                                        |
| EXCURSION(Meredith)                         | NBC 4pm(COLOR) | Mel Powell, Buck Clayton, Louis Belson, Dick Dickinson, others(allM)                                                                                                                                                                                                                                                                                        |
| OMNIBUS<br>(Alistair Cooke)                 | CBS 5pm        | Captain Jacques-Yves Cousteau in final installment of <u>Underseas Archaeology</u> ; <u>A Marriage Has Been Arranged</u> - (O) by Alfred Sutro; with Joan Greenwood, Lorene Greene; <u>Hilde and the Turnpike</u> - (O) by Andy Lewis; with Arthur Storch, Gene Saks, Peggy McCay, Ludwig Roth, Olga Fabian, Peggy Feury - Staged by John Stix (both plays) |

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SUNDAY FEBRUARY 28 (Cont'd)  
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HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	<u>The Turbulent Air</u> - (O) by Eileen and Robert Mason Pollock; with John Hudson, Tony Eustrel, Michael Fox, Ken Patterson, Phil Van Zandt, James Parnell, Robert Dane, Leslie Dennison(H'D)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Rise of Adolf Hitler</u> - (O) by Irve Tunick; with Lilia Skala, Werner Klemperer, Voytek Dolinsky, Moultrie Patten, Tom McDermott; (SD, LIVE REPEAT OF SHOW ORIGINALLY DONE ON MAY 10, 1953) George Fielding Eliot interviewed by Cronkite
<u>Roy Rogers</u> (& Dale Evans)	NBC 6:30	<u>Highgraders of Paradise Valley</u> (O) by M. M. Raison; with regulars & Myron Healey, Harry Strong, Ruth Lee, Russ Scott, Harry Harvey, Jack O'Shea; Dir by Leslie H. Martinson
OPERA CAMEOS (G. Martinelli)	WABD 7:30	<u>Madama Butterfly</u> - scenes from opera by Puccini; with Thomas Hayward, Margaret Roggero, George Cehanovsky, Yolanda Vasquez
MR. PEEPERS(Cox)	NBC 7:30	regulars & Peter Turgeon, Fred Kareman, Jack Warden; (SW & SD)
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	Judges: Mary Boland, Mrs. Betty Impellitteri, John Roberts (commentator); La Sylva Bisel (D), D'Ambrosio Trio (D), the Talismen (S) (FROM PHILA)
COLGATE COMEDY HOUR	NBC 8pm	<u>Anything Goes</u> - (O) by Howard Lindsay & Russell Crouse, (A) by Herb Baker; with Ethel Merman, Frank Sinatra, Bert Lahr, Sheree North; Supervised by producers Leland Hayward & Jules Styne; Music Dir - Al Goodman (FROM HOLLYWOOD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Betty & Jane Kean (S&C), Les Compagnons de la Chanson (S), Hilda Gueden (S), Eileen O'Dare (D), Mayo Brothers (novelty); add: Colette Marchand (D), Red Skelton (C), David Rose (composer) Orson Bean (C)
THE MASK (Gary Merrill & William Prince)	ABC 8pm	<u>The Poison Village</u> - (O) by Franz Spencer & Mel Golberg; with regulars & Joey Walsh, Frank Overton, Brandon Peters, Louise Larabee, Lulu Belle Clark, Dona Lee Marans, Larry Robinson; Dir by Leonard Valenta(KINE REPEAT ABC(NOT WABC) WED 8-9pm))
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>The Frame Up</u> - (O) by Bender North; with regulars & Mary Alice Moore, Phil Sterling, Alan North, Steve Armstrong, Robert McDonald; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>The Smart Guy</u> - (O) by Norman Sweatman; with Jim Boles, Bea Chilson, Carl Low, Treva Frazee & regulars; (SD)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	<u>Miami</u> - (O) by Nelson Gidding; with Edgar Stehli, Bernard Grant, Will Scholz, Murray Hamilton, Andy Sabilla, Harry Worth, Tom Gorman, Stewart Bradley, Dorothy Sands, Patsy Campbell, Doris Davis; (SD)
THE WEB	CBS 10pm	<u>The Circle Closes</u> - (O) by Sigmund A. Stoler; with Rosalind Ivan, Ann Dere, James Costigan, Frank Milan, William Sharon; (SD) by Herbert Hirschman (who will direct all shows until alt. Lela Swift returns from maternity leave)
<u>The Loretta Young Show</u>	NBC 10pm	<u>The New York Story</u> - (O) by Marian Thompson; with Billy Chapin, Frank Wilcox, Paul Picerni, Emlen Davies, Theresa Harris, Mabel Albertson, Mary Carroll, Jack Daly, Bobby Diamond, Judd Holdran, Barbara Thomas, Alphonse Martell

MONDAY MARCH 1
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|--------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JAMIE (Brandon de Wilde)       | ABC 7:30 | <u>The Arrival of Cousin Fred</u> - (O) by Don Ettlinger; with regulars & Fred Gwynne, Bruce Marshall, Philip Rodd; (SD)                                                                  |
| ARTHUR MURRAY PARTY            | NBC 7:30 | Martha Raye (C)                                                                                                                                                                           |
| VOICE OF FIRESTONE             | NBC 8:30 | Thomas L. Thomas (S)                                                                                                                                                                      |
| ARTHUR GODFREY'S TALENT SCOUTS | CBS 8:30 | Mimi Rohman (S), Ann Rosser (S), Ruth Stein (S), Beryl Booker Trio (M)                                                                                                                    |
| RED BUTTONS                    | CBS 9:30 | on vacation; replaced on this show by MASQUERADE PARTY                                                                                                                                    |
| ROBERT MONTGOMERY              | NBC 9:30 | <u>Such a Busy Day Tomorrow</u> - (O) by Sandra Michael; with Walter Hampden, Russell Arms, Mary Fickett, Ruth Donnelly, Nancy Pollock, Lois Smith, John C. Becher; (SD) by James Sheldon |

TALENT SHOWSHEET(more)

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MONDAY MARCH 1 (Cont'd)  
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STUDIO ONE	CBS 10pm	<u>Side Street</u> - (O) by Nathaniel Benchley, (A) by Norman Lessing; with Peter Lind Hayes, Mary Healy, Jo Anne Linville, Biff McGuire, Mary Grace Canfield, Albert Salmi, Pud Flanagan, Tommy Hallaran, David Opatoshu, Belle Flower, Dorothy Greener, Gerald Price, Jean Stapleton; (SD) by Franklin Schaffner; Drawing by Jean Pages
<u>Adolphe Menjou's Favorite Story</u>	WNBT 10:30	<u>Sword of the Vagabond</u> - (O) by Alexandre Dumas, (A)-(SW); with Robert Clarke, Jean Powell, others; (SD)
TUESDAY MARCH 2 ~~~~~		
PAUL TRIPP PARTY	CBS 5:30	regulars Tripp, Kenny Delmar; & guests: Danny Dennis (unicycle), Capt. Shaw & his monkey, Norman Jensen (magic) (PREMIERE, COLOR)
<u>Cavalcade of America</u>	ABC 7:30	<u>The Absent Host</u> - (O) by Russell Hughes; with Don Kennedy, Leo Britt, Robin Hughes, John Patrick, Howard Negley, Nestor Paiva, James Adamson, James Seay; (SD)
<u>Gene Autry</u>	CBS 8pm	<u>The Bandidos</u> - repeat of film seen Sept. 1 & Dec. 1, 1953
BUICK-BERLE SHOW	NBC 8pm	Mickey Rooney, Connie Russell & regulars
THIS IS SHOW BUSINESS (Clifton Fadiman)	CBS 9pm	Leueen McGrath, guest panelist; Roger Price (C), John Raitt (S), Joan Holloway (D)
<u>Fireside Theater</u> (Gene Raymond)	NBC 9pm	<u>The Desert Answer</u> - (O) by Ruby Wiley, (A) by Brenda Weisberg & Joyce Cook; with Frances Robinson, James Millican, Maurice Jara, Anthony Mumkema, Inez Palange, Victor Millan; (SD)
SUSPENSE	CBS 9:30	<u>I Do Solemnly Swear</u> - (O) by James P. Cavanagh; with Nancy Kelly, Royal Dano, Russell Hardie, Betty Garde, Lonnie Chapman, George Mitchell; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>The Fugitive</u> - (O) by Irene Foley; with Dolly Haas, Anthony Perkins, Miko Osgard, Marcel Hillaire, Judith Tutaeff, Pierre Perret; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	<u>Morning Star</u> - (O) by Sylvia Regan, (A) by Arthur Arent; with Gertrude Berg, Oscar Karlweis, Marilyn Erskine, Jo Van Fleet, Pat Breslin, Fred Sadoff, Sid Armus, Anatole Winogradoff; (SD)
DANGER	CBS 10pm	<u>Dip in the Pool</u> - (O) by Roald Dahl, (A) by Albert Hubbell; with Harry Townes, Nan McFarland, Robert Harris, Raymond Bramley, Lawrence Fletcher, Addison Richards, Kathleen Comegys; (SD)
<u>Mr. and Mrs. North</u> (Barbara Britton & Richard Denning)	NBC 10:30	<u>The Ungrateful Killer</u> - (O) by Herbert Purdom; with regulars & Steve Brodie, Norman Leavitt, Phil Tead, William O'Neil, Stanford Jolley, Robert Bailey; (SD)
WEDNESDAY MARCH 3 ~~~~~		
<u>Wild Bill Hickok</u> (Guy Madison)	WNBT 6pm	regulars & Bruce Edwards, Buddy Roosevelt, Ed Cobb, Mike Val-lon, Henry Blair, John Merton; (SW & SD)
CHICAGO SYMPHONY	DuM 8:30	Desire Defauw, guest conductor (FROM CHICAGO)
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Two Weeks in the Country</u> - (O) by Kathleen & Robert Howard Lindsay; with Frances Reid, Paul Langton, Charles Saari, Ricky Hamilton, Anne Seymour, Winifred Cushing, Victor Thorley; (SD)
THURSDAY MARCH 4 ~~~~~		
<u>Ray Bolger</u>	ABC 8:30	regulars & Ida Moore, Charles Halton, Pat Flaherty, Ray Kellogg James Logan, Anne Carroll, James Hyland; (SW & SD)
T MEN IN ACTION (Walter Greaza)	NBC 8:30	<u>The Case of the Pentagon Payroll</u> - (O) by Sidney Edelstein; with John O'Hare, Harry Davis, Hildy Parks, Somer Alberg, Murray Hamilton, Howard Caine; (SD)
<u>Four Star Playhouse</u>	CBS 8:30	<u>Detective's Holiday</u> - (O) by Octavus Roy Cohen, (A) by Frederic Brady; with Dick Powell, Joan Camden, Dick Foran, Tiger Fafara, Barney Phillips, Ralph Moody, Chris Olson; Dir by Blake Edwards
LUX VIDEO THEATRE	CBS 9pm	<u>Miracle at the Waldorf</u> - (O) by Stanley Paley; with Paul Lukas; (SD, FROM H'WOOD)
WHAT'S THE STORY?	DuM 9pm	Frank Conniff substitutes as panelist for columnist Jimmy Cannon for next three weeks

THURSDAY MARCH 4 (Cont'd)
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| <u>Ford Theatre</u>                  | NBC 9:30   | <u>Good of His Soul</u> - (O) by Jean Heavey, (A) by Edward Hope; with Thomas Mitchell, John Beal, Tommy Rettig, Rosemary DeCamp, Jane Darwell; (SD) |
| KRAFT TELEVISION THEATRE             | ABC 9:30   | <u>Delicate Story</u> - (O) by Ferenc Molnar, (A)-(SW); with Eli Wallach, Gaby Rodgers, others; (SD) by Fielder Cook                                 |
| PHILIP MORRIS PLAYHOUSE              | CBS 10pm   | <u>A Soldier's Homecoming</u> - (O) by Wyllis Cooper, (A)-(SW); with John Beal, Louisa Horton, others; (SD) (LAST SHOW IN SERIES)                    |
| MARTIN KANE (Mark Stevens)           | NBC 10pm   | (O) by Paul Monash; with Hugh Reilly, Joe Maross, Lewis Charles Harold Gary, others; (SD)                                                            |
| <u>Foreign Intrigue</u> (James Daly) | WNBT 10:30 | <u>F. I. in Dynamite</u> - (O) by Edward Pape, (A) by Harold Jack Bloom; with Henrik Schildt, Erik Stranmark, Ivar Wahlgren; (SD)                    |

FRIDAY MARCH 5  
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THE NEW REVUE (Mike Wallace)	CBS 5:30	regulars & Patricia Morison (S), The Quinlins (roller skate), the Czernys (D)
<u>Pepsi-Cola Playhouse</u> (Arlene Dahl)	ABC 8:30	<u>Taps for a Hooper</u> - (O) by Les Crutchfield; with Roy Roberts, Andrea King, Peggy Knudsen, Rick Jason, Murvyn Vye, Tol Avery; Dir by John English
<u>Pride of the Family</u>	ABC 9pm	(O) by James Allardice; with regulars; (SD) by Robert Finkel
<u>Schlitz Playhouse</u>	CBS 9pm	<u>The Great Lady</u> - (O) by Dwight & Dorothy Cummins; with Ann Harding, Douglas Kennedy, Anne O'Neal, Maudie Prickett, Vera Miles, Mary Carroll, James Lloyd, Glenn Roberts; (SD) by Kellin
THE BIG STORY (Robert Sloane)	NBC 9pm	<u>Vern Lechliter, Wyoming Eagle, Cheyenne</u> - (O) by Raphael Hayes with Douglas Gordon, Florence Sundstrom, Earl George, Paul Lilly, Arthur Kohl, Henry Velez, Bea Chilson, Ed Begley; (SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	<u>An Eye for an Eye</u> - (O) by Robert Esson, (A) by Jesse Sandler; with Dean Harens, Parker Fennelly, Margaret Hamilton, Frederick Perrson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 26 THROUGH FRIDAY MARCH 5
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|--------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRIKE IT RICH(Hull)     | CBS 11:30 | W (am) - Sloan Simpson; F - Ken Remo (S)                                                                                                                                                                                             |
| GARRY MOORE              | CBS 1:30  | Tu - Jonathan Winters (C); Thu - Michael MacDougal (card detective)                                                                                                                                                                  |
| TEX AND JINX             | WNBT 2pm  | M thru F - add regular: Ethel Waters (S), Reginald Beane (M)                                                                                                                                                                         |
| KATE SMITH (Ted Collins) | NBC 3pm   | M - Arthur Maxwell & Helena Scott (S), Dorothy Day & fashions; Tu - Snooky Lanson (S); W - Alene Dalton (Story Princess), Al Bernie (C); Thu - Charlie Ruggles in <u>World of Mr. Sweeney</u> ; Howell & Radcliffe (C); F - regulars |
| MAGIC COTTAGE            | WABD 6:30 | regulars & Truman Smith, Rod Colbin; (SW & SD); M thru F                                                                                                                                                                             |
| CAPTAIN VIDEO(Hodge)     | DuM 7pm   | M thru F - Ian Martin, Stewart Bradley & regulars; (SD)                                                                                                                                                                              |
| COKE TIME - E. FISHER    | NBC 7:30  | W - Dinah Shore (S); F - Eddie Cantor (FROM HOLLYWOOD)                                                                                                                                                                               |
| PERRY COMO               | CBS 7:45  | M-W-F - Patti Page substitutes for Como for two weeks                                                                                                                                                                                |
| SPOTLIGHT                | WOR 8pm   | M thru F - <u>The Tyrant</u> - (O) by Chris Riland, (A) by Thomas Logan; with Gordon Nelson, Bill Darrid, Betty Buehler; (SD)                                                                                                        |
| HIGH TENSION             | WOR 10:30 | Thu thru Wed - <u>The Pulse of Murder</u> - (O) by Jay Bennett; with Martin Ritt; (SD)                                                                                                                                               |

SATURDAY MARCH 6  
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<u>Johnny Jupiter</u> (Wright King)	WABC 5:30	<u>The Baby Contest</u> - (O) by William Kendall Clarke; with regulars & Lulu Belle Clarke, Reta Shaw; (SD)
<u>The Range Rider</u> (Jack Mahoney)	WNBT 6:30	<u>Black Terror</u> - (O) by William Telaak; with regulars & Jim Bannon, Regina Gleason, Stan Joley, Ewing Mitchell; (SD)

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SATURDAY MARCH 6 (Cont'd)
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Man Against Crime WNBT 7pm  
 (Ralph Bellamy)

LEAVE IT TO-GIRLS ABC 7:30

Will O' the Wisp - (O) by P. Harry Namsier; with J. Pat O'Malley, Allan Hale, Augusta French, Reedy Talton, Frank Campanella, Jack Albertson, Jan Leighton, Audrey Swenson, Leo Bayard; (SD)  
 (ALSO SEEN NBC NET ONLY, NOT WNBT, & DUMONT SUN 10:30pm)  
 regulars & Vernon Duke (composer)

SUNDAY MARCH 7  
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Roy Rogers NBC 6:30
 (& Dale Evans)

The Hermit's Secret - (O) by Dwight Babcock; with regulars & Evelyn Finley, Stan Blystone, Hank Patterson, Henry Wills, Gloria Winters, James Kirkwood, Fred Graham, Harry Harvey; (SD)

GEORGE JESSEL ABC 6:30

Teresa Brewer (S), Richard Tucker (S), Joan Holloway (D)

OPERA CAMEOS WABD 7:30
 (G. Martinelli)

Scenes from Tosca - opera by Puccini; with Regina Resnik, Renato Capecchi, Jon Crain (all S)

COLGATE COMEDY HOUR NBC 8pm
 (Eddie Cantor)

Look Awards to: Audrey Hepburn, William Holden, Jack Palance, Brandon de Wilde (FROM HOLLYWOOD)

PHILCO TELEVISION NBC 9pm
 PLAYHOUSE

The Dancers - (O) by Horton Foote; with James Broderick, Janet Degore, Joanne Woodward, Mary Lou Taylor, Katherine Squire, Helen Wagner, Frank Overton, Gloria Jones, William Erwin; (SD)
 by Vincent Donehue

THE MAN BEHIND THE CBS 9:30
 BADGE (Fred Uttal)

Mass. - (O) by David Harmon; with Carl Frank, Dick Moore, Jerry Eskow, Frank Marth, Martin Huston, Jill Kraft, Ralph Dunn, Allan Stevenson, Joy Hathaway, Eda Heinemann; (SD)

The Loretta Young NBC 10pm
Show

Nobody's Boy - (O) by Richard Morris; with Peter Reynolds, Chick Chandler, Morris Ankrum, Peter Brocco, Norman Oldstead, Gene Collins, Leon Burbank, Argentina Brunetti; (SD)

TALENT AVAILABILITIES
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NEW YORK

SHIRLEY BOOTH - returns to B'way in By the Beautiful Sea - PRESS: Byram-Periman, CI 5-9125

KITTY CARLISLE - Quick As a Flash panelist opens on B'way in April in Anniversary Waltz - PRESS: Nat Dorfman, LO 3-0858

LISA DELLA CASA - beautiful new Swiss soprano of the Met - AGT: Columbia Artists, CI 7-6900

ALFRED DRAKE - star of Kismet - PRESS: Barry Hyams, CO 5-4784

RHONDA FLEMING - arrives March 8 to plug Yankee Pasha - available for NET SHOWS ONLY - PRESS: Al Mendelsohn, PL 9-8000

JOAN GREENWOOD - British film actress locally seen in The Confidential Clerk CONTACT: Maxine Keith, LA 4-2697

ROBERT H. HARRIS - popular TV actor, last "Jake" of the Goldbergs - AGT: Briscoe & Goldsmith, MU 2-6244

MAGGIE McNAMARA - new film star (Moon is Blue) - CONTACT: Bill Stutman, CO 5-3320

NANCY OLSON - film actress - AGT: Wm McCaffrey, EL 5-1076

DON TAYLOR - leading man of films, AGT: Wm Morris, JU 6-5100

JOHN WILLIAMS - exclusive mgt: Briscoe & Goldsmith

OTHER CITIES

CHICAGO  
 (All phones, Chi.)

GEORGIA GIBBS - currently performing at the Edgewater Beach - CONTACT There LO 1-6000

LYDIA CLARKE - appearing opposite Eddie Bracken in The Seven Year Itch at the Erlanger, CONTACT There: ST2-2459

CAB CALLOWAY - Sportin' Life in Porgy and Bess opening Mar 1 at the Civic Auditorium for 4 weeks - CONTACT There FI 6-0270

LILLIAN ROTH - headlines bill at the Chez Paree CONTACT There: DE 7-3434

LOS ANGELES  
 (All phones, L.A.)

ARTHUR BLAKE - mimic at the Bar of Music - CONTACT There - WE 7811

NORMAN BROOKS - singing at the Mocambo, BR 2-3443

ROSEMARY DE CAMP - favorite of Dr. Christian - MGT: E. T. Somlyo, CR6-2041

PRESTON FOSTER - star of Waterfront series - AGT: Jaffe, CR 6-6121

JAMES MILLICAN - character actor - AGT: Stempel-Olenick Agency, CR 1-7141

PHILIP OBER - AGT: Paul Small, CR 1-5246

OLAN SOULE - AGT: George Ullman, CR 4-5238

LYLE TALBOT - AGT: Jack Winer, CR 6-7081

TALENT AVAILABILITIES





# Ross Reports ON TELEVISION

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INCLUDING

## THE TELEVISION INDEX

MARCH 8-14, 1954

MAR 8 1954

VOLUME 6

NUMBER 10

NBC GENERAL LIBRARY PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday(11)

CBS- 10-10:30pm EST, PST; DEBUT; Public Defender, ON FILM; from WCBS-TV(NY) & KNXT(H'wood), no. of stations indefinite. Sponsor- Philip Morris & Co., Ltd (Philip Morris Cigarettes) thru The Biow Co., Inc(NY); Acct Exec- Charles Hirth; Agcy Execs- Les Tomalin(NY), Mary Morris(H'wood). Pkgr- H-R Productions, Inc(H'wood); Prod- Hal Roach, Jr.; Prod Superv- Carroll Case; Alt Dirs- Erle Kenton, James Tinling, Sobey Martin; Art Dir- William Ferrari; Writers- Various. Reed Hadley stars in the title role as Bart Matthews, a civil servant dedicated to the defense of persons without means to pay for legal counsel in court; with various supporting actors in different stories in the series. Program replaces Philip Morris Playhouse in this time slot. Last show of the latter program was March 4.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- The Paul Tripp Party (announced for Tue, 5:30-6pm in Color, debut March 2) Postponed indefinitely; cancelled before debut. (See p 35).

I'll Buy That (Fri, 11-11:30am EST) Ernie Kovacs replaced Hans Conried as permanent panelist, effective March 5.

This Is Show Business (Tue, 9-9:30pm EST) last show, March 9.

Red Buttons Show (Mon, 9:30-10pm EST) Complete format and production staff change, effective March 22. Art Stander has joined Larry Gelbart on the writing staff, with Hal Collins, Woody Kling and Buddy Arnold leaving. Don Appell will be producer-director, replacing Leo Morgan(prod) and Burt Shevelove(dir). Final format plans still to be announced, with the possible formation of a new "stock" company.

DuM- Twenty Questions (Mon, 8-8:30pm EST) Bobby McGuire, original teen-age panelist returns to the program after four years, replacing Dick Harrison. McGuire is the son of Florence Rinard and Fred Van Devanter, regular panelists.

NBC- Arthur Murray Party (Mon, 7:30-7:45pm EST) Les Zimmerman resumed as casting director (at 871 Seventh Ave; CI 7-3900) until the program leaves the air April 12.

- Page 38 -

NET CHANGES(More)

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## OTHER NET CHANGES(Cont'd)

NBC- Mardi Gras; SPECIAL, one time, March 2; Changes in original information: presented 11:45am-12:30pm EST (Rex Parade); 9:30-10pm EST (Comus Parade) & 12mid-night-12:30am EST (Rex Ball). Sponsor- Ford Division, The Ford Motor Company thru J. Walter Thompson Co(NY). (See p 35 for other production information.)

The Dave Garroway Show (Fri, 8-8:30pm EST) Format change, effective March 5. Garroway, stead of moving from set to set, now stays in the center of the studio with the action taking place around him. The pace will be speeded up with one or two production numbers added to the usual four. "The Cheerleaders," vocal quintet, will be featured with other regulars on the show for the rest of the season.

NBC-TV Opera Theatre (Sat, once monthly, late afternoon) Felix Popper, named assistant conductor, succeeding Leo Mueller, who resigned to join the San Francisco Opera as chorus master.

NETWORK SPONSOR ACTIVITY

AMERICAN SAFETY RAZOR CORP(Various Products) thru McCann-Erickson, Inc(NY) will become alternate week sponsor of Walter Winchell (Sun, 9-9:15pm EST) over ABC-TV, effective April 11. Carter Products, Inc., ends its alternate week sponsorship March 28. Gruen Watch Co continues as alternate sponsor.

P. LORILLARD CO thru Young & Rubicam, Inc., has purchased the Father Knows Best film series (Screen Gems), starring Robert Young, starting filming soon. The series will have a network presentation, with no other plans formulated as yet.

PLYMOUTH MOTOR CORP., DIV OF CHRYSLER CORP, thru N. W. Ayer & Son, Inc(Phila) will sponsor That's My Boy, starring Eddie Mayehoff, over CBS-TV, starting April 10 on Saturdays, 10-10:30pm EST, replacing Medallion Theatre, currently sponsored by all four automotive divisions of Chrysler Corp.

[illegible]

## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Purim Story; SPECIAL March 14; Sunday, 4-4:30pm, one time only.  
New York Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru  
Benton & Bowles, Inc(NY); Acct Exec- William Lewis; Agcy Superv &  
Comm Dir- Larry White. Pkgr- Joseph Jacobs Organization(NY); Prod-Dir- Sholom Ruben-  
stein; TV Dir- Alan Pottasch(ABC); Music Dir- Sam Medoff; Music By- Abe Ellstein;  
Sets- Norman Davidson; Costumes- Sam Dann, with Rubinstein. The story of the Jewish  
festival of Purim, re-created with live actors and puppets, with Roberta MacDonald,  
Michael Tolan, Ian Martin, Robert E. Harris, Michael Dreyfuss, and vocalists, the  
Barton Sisters; with Phil London as puppeteer.

WABD(Ch 5) - Exclusively Yours; TITLE CHANGE (formerly Igor Cassini Show) March 7.  
New York Sun, 6:15-6:30pm EST. Prod-Dir- Dick Sandwick. Igor Cassini stars  
with interviews and profiles of prominent people.

WOR-TV(Ch 9) - The Art Ford Show; TITLE & MC CHANGE March 1; Mon thru Fri, 11-11:30  
New York pm EST. Formerly, The Man From Times Square, which continues as the  
subtitle of the program. Pkgr- WOR-TV; Prod- Bob Bergman; Dir-  
Ralph Giffen; Program Superv- Lawrence Menkin. Art Ford interviews celebrity guests,  
presents viewer participation contests and music, with occasional film clips on new  
fashions.

# MEMORANDUM

TO : THE PRESIDENT  
FROM : THE SECRETARY OF DEFENSE  
SUBJECT: [Illegible]

## 1. SUMMARY

[Illegible text]

[Illegible text]

[Illegible text]

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[Illegible text]

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[Illegible text]



# LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - Men Toward the Light, ON FILM; DEBUT March 14; Sun, 12:45-1pm EST.  
New York Sustaining, public service, for the American Foundation for the Blind, Inc., New York, and the Industrial Home for the Blind, Brooklyn. Film Prod- Charter Oak Tele-Pictures(NY); Writers- Max Arman & Gregor Zeimer; Music Consult- Anton Bilotti. Series of 13 dramatic films designed to educate and give a true picture of the services, aids and advice available to blind persons.

WNBQ(Ch 5) - Chicago Crossroads; DEBUT March 8; Mon, 11pm-12midnight CST. Sponsor- M. J. McCarthy Motors, Inc(Lincoln-Mercury dealers). Newspaper columnist Tony Weitzel and his wife, Dorothy, talk about people who make news, present anecdotes of plain citizens and famous persons, and interview celebrities with unusual stories. Odd objects and films will be used as backgrounds for the stories.

WNBQ - New Dimensions - 3-D Plus TV; SPECIAL March 7; Sun, 9:30-10pm CST, one time only. Sponsor- The Illinois Bell Telephone Co thru N. W. Ayer & Son, Inc(Chi). Pkgr- NBC-Chicago; Exec Prod- George Heinemann; Prod- Don Marcotte(WMAQ, regular prod of AM series) with Larry Johnson, WNBQ music superv; Dir- Don Meier; Music Dir- Joseph Gallicchio; Anncr- Don Herbert. World premiere simulcast of television coupled with stereophonic broadcasting techniques used regularly to present WMAQ's New Dimensions programs on radio, now presented in the binaural medium with sight. Proper sight and sound reception requires an AM radio placed 5 to 12 feet to the left of a TV set along one wall with viewers seated against the opposite wall, approximately half-way between the AM and TV sets. Normal viewing and listening is possible with either TV or AM, but without binaural sound. Pianist Natalie Hinderas is guest soloist on the program, with the NBC-Chicago Orchestra. Program replaces the filmed series Victory At Sea in this time slot for the same sponsor, one time only.

KTTV(Ch 11) - John J. Anthony signed a three-year exclusive contract to present a TV version of his famous radio problem over KTTV starting early in April. Anthony closing his New York office and will make his home in Los Angeles. Contract is exclusive in Southern California area.

KGO-TV(Ch 7) - Happy Birthday To You; FORMAT CHANGE March 3; Wed, 6-6:30pm PST.  
San Francisco Sponsor- Pepsi Cola Bottling Co thru The Biow Co(S.F.) - effective March 3. Lucille Bliss, as "Auntie Lu" tells stories of Walt Disney's film cartoon characters, taking the parts of all characters, using film clips, stills and original sketches by Disney artists, in story board sequence. Half the program continues to be devoted to entertainment with child guests. Lucille Bliss played Snow White's step-sister Anastasia for Disney and holds the Northern California TV rights to cartoons and film scenes from Walt Disney pictures. The first four weekly programs will cover the life of "Pecos Bill."

## LOCAL FILM SERIES -- DEBUTS & RE-RUNS (New York, Chicago & Los Angeles)

| <u>STA &amp; CHAN</u> | <u>SERIES TITLE &amp; DISTRIB</u>                                                               | <u>SPONSOR &amp; AGENCY</u>                               | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u> |
|-----------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------|------------|-------------|
| New York<br>WABD(5)   | *"Peerless Playhouse"<br># (United TV Programs)<br>Re-runs of "Rebound"                         | -Peerless Electric, Inc<br>(Broil-Quik) thru<br>Zlowe Co. | 3/7               | Sun        | 11-11:30pm  |
| WPIX(11)              | #"Eversharp Television<br>Theatre" (Ziv TV Pro-<br>grams, Inc) Re-runs<br>of "Fireside Theatre" | -Eversharp, Inc.,<br>thru The Biow Co, Inc.               | 3/7               | Sun        | 10-10:30pm  |

CODE: \*First run in market #Re-run in market (First three "Peerless" films are first run, rest are re-runs).

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4. fourth of these is the fact that the  
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# LOCAL FILM SERIES(Cont'd)

| <u>STA &amp; CHAN</u> | <u>SERIES TITLE &amp; DISTRIB</u>                         | <u>SPONSOR &amp; AGENCY</u> | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u> |
|-----------------------|-----------------------------------------------------------|-----------------------------|-------------------|------------|-------------|
| <u>Los Angeles</u>    |                                                           |                             |                   |            |             |
| KTTV(11)              | *"Edward Arnold's Star Showcase" (TV Programs of America) | -Open for participations    | 3/2               | Fri        | 8:30-9pm    |
| KTTV(11)              | *"Abbott & Costello" (MCA-TV, Ltd) - New films in series  | -Open for program sponsor   | 3/1               | Mon        | 7-7:30pm    |

CODE: \*First run in market

## FILM PACKAGES

Racket Squad COMPLETE(Hollywood); Reed Hadley stars in crime adventure series; 98 half-hour films in package. Avail- Various local markets. (Series made its net debut in June, 1951, for Philip Morris Cigarettes as summer replacement for I Love Lucy). Film Prod- Showcase Productions, Hal Roach Studios, Culver City, Cal; Prod- Hal Roach, Jr.; Carroll Case; Dirs- Erle Kenton, James Flood, George Blair, others; Prod Mgr- E. H. Goldstein; Writer- Richard Moder, others. Dist- ABC Film Syndication, 7 West 66th St., New York 23, N. Y.

## RATINGS DIGEST

| <u>ONCE WEEKLY PROGRAMS</u>    | <u>NATIONAL NIELSEN</u> |                 | <u>TRENDEX</u>  |
|--------------------------------|-------------------------|-----------------|-----------------|
| <u>EVENING, SPONSORED</u>      | 2 weeks end Jan 23      |                 | Week Feb 1-7    |
| <u>(Net - Film or Live)</u>    | <u>Homes(000)</u>       | <u>Homes(%)</u> | <u>FEBRUARY</u> |
| I Love Lucy(CBS-F)             | (1) 17,329              | (1) 64.3        | (1) 59.1        |
| Dragnet(NBC-F)                 | (2) 15,910              | (2) 59.1        | (4) 43.2        |
| You Bet Your Life(NBC-F)       | (3) 13,906              | (4) 52.2        | (5) 37.9        |
| Colgate Comedy Hour(NBC-L)     | (4) 13,809              | (5) 50.9        | *               |
| Buick-Berle Show(NBC-L)        | (5) 13,708              | (3) 52.4        | (8) 31.8        |
| Jackie Gleason Show(CBS-L)     | (6) 12,260              | (6) 50.0        | (3) 44.5        |
| Godfrey's Talent Scouts(CBS-L) | (7) 12,144              | (7) 48.4        | (2) 50.7        |
| Philco TV Playhouse(NBC-L)     | (8) 11,339              | (8) 44.0        | *               |
| Motorama (Special)(CBS-L)      | (9) 10,959              | *               | #               |
| This Is Your Life(NBC-L)       | (10) 10,872             | (9) 44.0        | *               |
| Roy Rogers(NBC-F)              | *                       | (10) 42.8       | *               |
| Godfrey's Friends(CBS-L)       | *                       | *               | (6) 34.9        |
| Jack Benny(CBS-L)              | *                       | *               | (7) 32.6        |
| T-Men In Action(NBC-L)         | *                       | *               | (9) 31.5        |
| Red Buttons(CBS-L)             | *                       | *               | (10) 30.6       |

CODE: \*Not placed in first ten in survey #Not on air during survey week  
Numbers in parentheses denote placement in each survey list.  
See pages 29, 22 for previous ratings digest. Pulse Survey to be listed later.

NEWS AND COMMENT: DuMont resumed its open talent auditions March 3 and continuing on each Wednesday at 8:30pm at its New York Tele-Centre. DuMont talent judging board includes James L. Caddigan, casting director Elizabeth Mears and a rotating group of net producers.....Bill Lechner replaced Scotty Beckett in the last three of the 26-film series of Rocky Jones, Space Ranger (Roland Reed).....Robert Quinlan upped to executive producer at KNXT(H'wood).....A. L. Hollander, Jr., named acting director for the DuMont net's newly created Operations Dept, in charge of all mechanical functions of programming operations except engineering.....Marge Kerr, named manager of program development for the DuMont net in New York.

Figure 1 is a line graph illustrating the relationship between the number of days of rain and the number of days of sunshine. The x-axis represents the number of days of rain, ranging from 0 to 10. The y-axis represents the number of days of sunshine, ranging from 0 to 10. The data points are plotted as follows:

| Days of Rain | Days of Sunshine |
|--------------|------------------|
| 0            | 10               |
| 1            | 9                |
| 2            | 8                |
| 3            | 7                |
| 4            | 6                |
| 5            | 5                |
| 6            | 4                |
| 7            | 3                |
| 8            | 2                |
| 9            | 1                |
| 10           | 0                |

A straight line is drawn through these points, showing a negative linear correlation. The line starts at (0, 10) and ends at (10, 0).

*Journal of Interpersonal Violence* 26(10)

1990

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1. *Chlorophyll a* and *Chlorophyll b* were determined by the method of Lichtenthal and Whistler (1973). The total chlorophyll content was determined by the method of Arar and Cook (1977). The carotenoid content was determined by the method of Lichtenthal and Whistler (1973). The total carotenoid content was determined by the method of Arar and Cook (1977). The total protein content was determined by the method of Lowry (1956). The total lipid content was determined by the method of Bligh and Dyer (1959). The total carbohydrate content was determined by the method of Dubois and Gilles (1950). The total nucleic acid content was determined by the method of Burton (1956). The total ash content was determined by the method of AOAC (1970). The total water content was determined by the method of AOAC (1970). The total dry weight was determined by the method of AOAC (1970). The total organic matter content was determined by the method of AOAC (1970). The total inorganic matter content was determined by the method of AOAC (1970). The total mineral content was determined by the method of AOAC (1970). The total nutrient content was determined by the method of AOAC (1970). The total quality index was determined by the method of AOAC (1970).

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*Journal of Management Education* 30(6)

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TALENT SHOWSHEET MARCH 8-14, 1954

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Most of the shows on March 5, 6, 7 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 12. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 5

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|                                 |          |                                                                                                                                     |
|---------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------|
| I'LL BUY THAT(Wallace)          | CBS 11am | Ernie Kovacs replaces Hans Conried as permanent panelist                                                                            |
| THE NEW REVUE<br>(Mike Wallace) | CBS 5:30 | regulars & Patricia Morison (S), The Quinlins (roller skate), the Czernys (D); add: Bob Eberle (S)                                  |
| DAVE GARROWAY                   | NBC 8pm  | regulars & Lisa Kirk (S); add regulars: The Cheerleaders (S&D); Ray Bailey, Patricia Laird, Tom Roddy, Mary Lou Lyons, David C' Hem |
| MAMA<br>(Peggy Wood)            | CBS 8pm  | Papa's New Job - (O) by Gordon Webber; with regulars & John Seymour, Joe Sullivan, G. Albert Smith, Jock MacGregor; (SD)            |
| LIFE BEGINS AT 80               | DuM 9pm  | Mata and Hari (D)                                                                                                                   |
| WHO'S THE BOSS?                 | ABC 9:30 | regulars & Peggy McCay                                                                                                              |
| Inner Sanctum<br>(Paul McGrath) | WOR 9:30 | Sound of the Birds - (O) by Louis Vittes; with E. G. Marshall, Louisa Horton, Rusty Lane, Joe Maross; (SD)                          |

SATURDAY MARCH 6

~~~~~

ON THE CAROUSEL(Ludden)	WCBS 9am	W. C. Handy (composer), Terry Bennet (ventriloquist)
ROD BROWN	CBS 11:30	regulars & William & Stanley Franklin, Robert Fitzgerald; (SW,D)
SECRET FILES OF CAPTAIN VIDEO(Al Hodge)	DuM 11:30	(O) by Carey Wilber; with regulars & Bob Hastings, Ray Boyle, Ernest Sarracino, Bernard Kates, Joe Marr; (SD)
ON YOUR WAY(Godfrey)	ABC 7pm	Lynn Stuart (S) & others
LEAVE IT TO-GIRLS	ABC 7:30	regulars & Sylvia Sidney, Eetsy von Furstenburg, Vernon Duke (composer)
ETHEL AND ALBERT (Lynch&Eunce)	NBC 7:30	regulars & Cele McLaughlin, Billy Lee; (SW & SD)
JACKIE GLEASON	CBS 8pm	Art Carney stars with regulars & Martha Stewart (S)
YOUR SHOW OF SHOWS (Sid Caesar & Imogene Coca)	NBC 9pm	Zachary Scott, guest host; Billy Williams Quartet (S), Jack Russell, Keith Textor, Sylvia Michaels, Joan Walker (all S); Harrison & Holloway, Anita Alvarez (all D) & regulars
COL. HUMPHREY FLACK (Alan Mowbray & Frank Jenks)	DuM 10pm	The Latin Major - (O) by Ed Jurist & S. L. David; with regulars & Pat Breslin, Arny Freeman, Ann Loring, Earl Montgomery, Jerry Jarrett, Jack Grimes, Paul Clarke; (SD)
MEDALLION THEATRE	CBS 10pm	Sinners - (O) by Kathleen Norris, (A) by David Davidson; with Mildred Dunnock, Rhys Williams, Rusty Lane, Sam Locante, Edgar Stehli; (SD)
<u>Orient Express</u>	WCBS 10:30	pre-empted by Stevenson speech
CHOCK FULL O' NUTS SHOWCASE(Jean Martin)	WNBT 11:30	kill: Ray McKinley & Orch. as regulars; Al Bernie (C), Peter Gladke, (D), Ham Fisher (cartoonist)

SUNDAY MARCH 7

~~~~~

|                             |          |                                                                                                                               |
|-----------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET           | CBS 10am | The Twenty-Dollar Bill - (O) by Palmer Thompson; with Carole Mathews, James Gregory, Lisa Howard; (SD)                        |
| FRONTIERS OF FAITH          | NBC 1:30 | John Raitt (S)                                                                                                                |
| AMERICAN INVENTORY          | NBC 2pm  | America's Faith - with Peggy Wood, William I. Nichols (editor), Conrad Hilton (hotel owner) (PRE-KINE)                        |
| EXCURSION(Meredith)         | NBC 4pm  | The 51st Dragon - UPA cartoon based on story by Heywood Broun                                                                 |
| OMNIBUS<br>(Alistair Cooke) | CBS 5pm  | Treason, 1780 - (O) by James Thomas Flexner; with Maurice Tarp-<br>lin, Martin Brooks, Lawrence Hugo; The House - (O) by John |





SUNDAY MARCH 7 (Cont'd)  
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CMNIBUS (Alistair Cooke)	CBS 5pm	(Ct'd) Steinbeck (from <u>The Pastures of Heaven</u>), (A) by Arnold Schulman; with Buddy Ebsen, Mabel Paige, John Qualen, Lillian Bronson, John Call, Ann Kimbell, John Alvin, Kay Stewart; Dir by Harry Horner (FILM); Jonathan Winters (C)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	<u>The Good Samaritan</u> - (O) by Harold Callen; with Douglass Montgomery, Selena Royle, Lamont Johnson, Ann Doran, Dean Kromer, Paul Richards, Patti Iannone, B. G. Norman, Susan Seaforth, Rhodes Reason, Paul Dubov, Roy Montgomery, Steve Masino, Hal Gerard, Marta Mitrovich, Nelson Leigh, Denny Dengate, Earl Lee Roy Engel; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Trial of Peter Zenger</u> - (O) by Kate Nickerson; with Herbert Rudley, Frederic Worlock, Jack Bittner, Jacques Aubuchon, Larry Gates, Robert Carroll, Frederick Rolf, Nancy Marchand, Robert Middleton, Cliff Gethren; Joe Leberman, Curt Paul, Will Scholz
PAUL WINCHELL PAUL WHITEMAN TV TEEN CLUB MR. PEEPERS(Cox)	NBC 7pm ABC 7:30pm NBC 7:30	Janet Blair (S) Ronald Amoroso (accordion), Rhythm Boys (D), Albert Smreker(M); Kay Jampetti(S); judges: Sammy Kaye(M), Joan Tetzels, Robert Sawyer regulars & Reta Shaw; (SW & SD)
COLGATE COMEDY HOUR (Eddie Cantor)	NBC 8pm	Look awards to: Audrey Hepburn, William Holden, Jack Palance, Brandon de Wilde; Gardner Cowles (editor), Y. Frank Freeman (v-pres, Paramount), Grace Kelly (FROM HOLLYWOOD)
THE MASK (William Prince & Gary Merrill)	ABC 8pm	<u>The Visitor</u> - (O) by Charles Robinson; with regulars & Luther Adler, Virginia Gillmore, Bert Thorn; (SD) (KINE ON WED, 8-9pm, NET ONLY)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Janet Blair (S); Scene from <u>Bullfight</u> - (O) by Leslie Stevens; with Hurd Hatfield, Mario Alcalde, Vivian Nathan, Loretta Leversee, Ronald Lopez, Robert Jacquin, Felipe Lanza, Flory Waren, Jane Romano, Jan Henry, Catherine Holst, Nona Medici, Marie Stuccio, William Leonard, Robert Loggia, Ed Petrakian, Alec Tartaglia, Irving Winter, Rolando Valdes-Blain; Dir by Joseph Anthony; Frank Fontaine (C), The Novellos (novelty), Channing Pollack (magic), Laine Brothers (C-acro), Nat "King" Cole (S)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DUM 9pm	<u>Murder in Advance</u> - (O) by Cy Chermak & Fran Carroll; with regulars & Fran Carlon, John Shay, Peggy French, Walter Arnold
THE PLAINCLOTHES MAN (Ken Lynch)	DUM 9:30	<u>Fatal Voyage</u> - (O) by Sam Ahlberg; with regulars & Betty Buehler, Tom Gorman, Joan de Marrais, Robert Gardett; (SD)
THE WEB	CBS 10pm	<u>Sheep's Clothing</u> - (O) by Art Wallace; with Christopher Plummer, Tani Seitz, Paul Birch, Jonathan Harris, Dorothy Elder, Doug Rodgers, Barbara Townsend; (SD)
Peerless Theatre	WABD 11pm	<u>The Old Man</u> - (O) by Bernard Girard, (A) by Albert Duffy; with Housely Stevenson, Linda Johnson, Harlan Wade, Paul Bryar, Todd Karns, Michael Mark, Burt Mustin, Leonard Freeman(PREMIERE)
MONDAY MARCH 8 ~~~~~		
JAMIE(B. de Wilde)	ABC 7:30	(O) by Jonathan Brock; with regulars & Paul Tripp, Bruce Marshall
ARTHUR MURRAY PARTY TWENTY QUESTIONS GODFREY'S TALENT SCOUTS	NBC 7:30 DUM 8pm CBS 8:30	Gisele MacKenzie (S) add regular: Bobby McGuire Gloria Warner (S), The Larks (S), Ruth Stein (S),
VOICE OF FIRESTONE	NBC 8:30	Ferruccio Tagliavini (S)
ROBERT MONTGOMERY	NBC 9:30	<u>Paradise Cafe</u> - (O) by Adrian Spies; with James Dunn, Barbara Baxley, Colette Lyons, Robert Webber, Phil Kenneally, Pat Harrington; (SD) by Norman Felton
RED BUTTONS (Joe Silver)	CBS 9:30	Werner Klemperer, Joe De Santis, James Nolan, Vincent Van Lynn, Allen Walker; Eva Gabor, Joseph Schildkraut
STUDIO ONE	CBS 10pm	<u>Beyond a Reasonable Doubt</u> - (O) by Henry Misrock; with Leslie Nielsen, Katherine Bard, Susan Hallaran, Harry Bannister, Walter Brooke, Madeleine Clive, James Coots, Betty Sinclair, Lynn Loring, Walter Appler, Ralph Bunker; (SD) by Paul Nickell; Drawing by Antonio Frasconi
Adolphe Menjou's Favorite Story	WNBT 10:30	<u>The Transferred Ghost</u> - no other credits available

TUESDAY MARCH 9
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|                                                              |           |                                                                                                                                                                                                   |
|--------------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Cavalcade of America</u>                                  | ABC 7:30  | <u>Duel at the OK Corral</u> - (O) by Bill Bruckner; with Kenneth Tobey, Henry Morgan, Lee Van Cleef, Morgan Jones, Jim Bannon, Keith Richards, Alan Wells, Fred Libby, Pierce Lyden              |
| <u>Gene Autry Show</u>                                       | CBS 8pm   | <u>Dry Gulch at Devil's Elbow</u> - repeat of film originally seen on 9/8 & 12/8/53                                                                                                               |
| BUICK-BERLE                                                  | NBC 8pm   | Jack Carson, Eddie (Rochester) Anderson & regulars                                                                                                                                                |
| THIS IS SHOW<br>BUSINESS(C. Fadiman)                         | CBS 9pm   | Larry Storch (C), Martha Wright (S), Lou Wills, Jr. (D); guest panelist: Vivienne Segal (S)                                                                                                       |
| <u>Fireside Theater</u><br>(Gene Raymond)                    | NBC 9pm   | <u>The Farnsworth Case</u> - (O) by Anne Homer Warner, (A) by Houston Branch; with John Agar, Ruth Clifford, Hayden Rorke, Tracey Roberts, Frances Helm, Chip Carson, Bob Foulk, Charles Meredith |
| ARMSTRONG'S CIRCLE<br>THEATRE                                | NBC 9:30  | <u>Tam O'Shanter</u> - (O) by George Lowther; with Arthur Treacher, Mildred Natwick, Walter Burke, Chester Stratton, Pat Malone; (SD) by James Sheldon                                            |
| MOTOROLA TV HOUR                                             | ABC 9:30  | <u>The Family Man</u> - (O) by William McCleery; with Hume Cronyn, Jane Wyatt, Fred Clark, Pat Smith, Elaine Stritch, Steve Harris Jimmy Sommer; (SD)                                             |
| SUSPENSE                                                     | CBS 9:30  | <u>Before the Act</u> - (O) by Thomas Walsh, (A) by Ben Radin; with Jeffrey Lynn, Jo Van Fleet, Sally Chamberlain, John Craven, Alan Tower, Una O'Connor, Edwin Cooper; (SD)                      |
| DANGER                                                       | CBS 10pm  | <u>The First Hold-up</u> - (O) by Harry T. Madden, (A) by Alex Furth; with Ben Gazzara, Bethel Leslie, Joseph Roman, Frank Thomas, Cliff Cothren, Harrison Dowd; (SD)                             |
| Mr. and Mrs. North<br>(Barbara Britton &<br>Richard Denning) | NBC 10:30 | <u>Flight 217</u> - (O) by Charles S. Belden & Don Mullally; with regulars & Harry Lewis, Claudia Barrett, Allen Wells, Paul Marion, Stuart Randall, Tony Demario, Rick Vallin, Pedro Regas       |

WEDNESDAY MARCH 10  
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<u>Wild Bill Hickok</u> (Guy Madison)	WNBT 6pm	<u>Wrestling Story</u> - with regulars & Karl Davis, Douglas Fowley, Lyle Talbot, House Peters, Jr., Fred Sherman, Henry Kulky; (SD)
ARTHUR GODFREY & FRIENDS	CBS 8pm	regulars & Helen Traubel (S)
CHICAGO SYMPHONY	DuM 8:30	Fritz Reiner, conductor
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Picture Window</u> - (O) by Charles Mergendahl; with Arthur Franz, Kathleen McGuire, Gaye Ruston, Leora Thatcher, Ray Bramley, Jay Barney; (SD)
STARS ON PARADE	DuM 9:30	Morton Downey (S), Joan Holloway (D), Eleanor Russell
<u>Douglas Fairbanks</u>	WNBT 10:30	no credits available

THURSDAY MARCH 11
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|                                    |          |                                                                                                                                                                                                                                                                                         |
|------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ray Bolger</u>                  | ABC 8:30 | (O) by Paul Henning; with regulars & Verna Felton; (SD)                                                                                                                                                                                                                                 |
| <u>Four Star Playhouse</u>         | CBS 8:30 | <u>Operation in Money</u> - (A) by John & Gwen Bagni; with David Miven, Marjorie Lord, Edward Clark, George Meader, Tommy Bernard, Stanley Farrar, James Dodd, Willis Bouchey, William Fawcett, Leo Curley, Ted Stanhope, Jack Chefe (* from (O) by Albert Webster) (SD) by Roy Kellino |
| T MEN IN ACTION<br>(Walter Greaza) | NBC 8:30 | <u>The Case of the Thick Skins</u> - (O) by Robert Sloane; with Vaughn Taylor, Flora Campbell, Joseph Downing, Leona Powers, Bruce Gordon, Hal Burdick; (SD)                                                                                                                            |
| LUX VIDEO THEATRE                  | CBS 9pm  | <u>Call Me Mrs.</u> - (O) by Eric Hatch & Jerry Horwin, (A) by Hatch & Kate Phillips; with Laraine Day, Hugh Beaumont; (SD, FROM H'D)                                                                                                                                                   |
| <u>Big Town</u> (Pat McVey)        | CBS 9:30 | Beverly Tyler replaces Jane Nigh as regular ("Lorelei Kilbourne")                                                                                                                                                                                                                       |
| <u>Ford Theatre</u>                | NBC 9:30 | <u>Come on Red</u> - (O) by John B. Hymer, (A) by Sumner Long; with Edmund Gwenn, Jay C. Flippen, Sid Tomack, Randy Stuart, Tom Browne Henry, Sam Flint, Pierre Watkin, John R. Hamilton, Edward Earle; (SD)                                                                            |





THURSDAY MARCH 11 (Cont'd)  
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KRAFT TELEVISION THEATRE	ABC 9:30	<u>Dark Victory</u> - (O) by George Brewer, Jr. & Bertram Bloch, (A)-(SW); with Leora Dana, Duane McKinney, Ann Dere, Margaret Barker
<u>Public Defender</u> (Reed Hadley)	CBS 10pm	(O) by Howard J. Green; with Christian Drake, Mary Ellen Kay, Douglas Fowley, Fay Roope, John Close, George Lloyd, Snub Pollard; (SD) (PREMIERE OF NEW SERIES)
MARTIN KANE (Stevens)	NBC 10pm	pre-empted by <u>March of Medicine</u>
<u>Foreign Intrigue</u>	WNBT 10:30	<u>F. I. in Prophecies</u> - (O) by J. C. Sheers & Hamilton Keener, (A) by Harold Jack Bloom; with regulars & Henrik Schildt, Ivar Wahlgren, Lief Amble-Naess, Oke Ohberg; (SD)

FRIDAY MARCH 12
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|                                              |          |                                                                                                                                                                                            |
|----------------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE NEW REVUE (Wallace)                      | CBS 5:30 | regulars & June Hutton (S), Ray McKinley (M), Elaine Dunn (D)                                                                                                                              |
| DAVE GARROWAY                                | NBC 8pm  | Morton Downey (S) & regulars                                                                                                                                                               |
| <u>Pepsi-Cola Playhouse</u><br>(Arlene Dahl) | ABC 8:30 | <u>Don't You Remember?</u> - (O) by Lawrence Kimble; with Philip Ober, Nancy Gates, Frances Bavier; Dir by Herschel Dougherty                                                              |
| <u>Topper</u> (Jeffreys)                     | CBS 8:30 | regulars & Mary Field, Kathleen Freeman; (SW & SD)                                                                                                                                         |
| <u>Schlitz Playhouse</u>                     | CBS 9pm  | <u>Groundloop</u> - (O) by Lois Landauer, (A) by Leonard Herdeman; with Alex Nicol, Randy Stuart, Robert Ellis, Richard Reeves, James Dobson; (SD) by Harold Schuster                      |
| THE BIG STORY<br>(Robert Sloane)             | NBC 9pm  | <u>Sidney M. Cavanaugh, Binghamton, N.Y.</u> - (O) by Norman Lessing; with Darren McGavin, Dean Harens, Maurice Burke, Lori March, Reese Taylor, Ralph Dunn, Frank Lyon, Julius Bing; (SD) |
| CAMPBELL SOUNDSTAGE                          | NBC 9:30 | <u>The Magnificent Lie</u> - (O) by Jim Pease, (A) by Jesse Sandler; with Kevin McCarthy, Kathleen McLean, Jack Livesey, Olga Fabian, Roy Fant; (SD)                                       |
| <u>Our Miss Brooks</u>                       | CBS 9:30 | regulars & Jessilyn Fax, Leonard Smith, Stanley Farrar; (SW & SD)                                                                                                                          |
| <u>Inner Sanctum</u><br>(Paul McGrath)       | WOR 9:30 | <u>The Yellow Parakeet</u> - with Ernest Truex, Jack Grimes, Constance Ford, Sylvia Field, Jay Barney, Edwin Cooper; (SD)                                                                  |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 5 THROUGH FRIDAY MARCH 12  
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BREAKFAST CLUB	ABC 9am	Peter Donald replaces Don McNeill as guest toastmaster M-Tu-W
MOREY AMSTERDAM	WNBT 9am	M thru F - add regular: Ray McKinley Orch replacing Milton De Lugg's
GARRY MOORE	CBS 1:30	Tu - Peggy Wood, Luba Malina (S); Thu - Fedi & Fedi (novelty)
ART LINKLETTER'S HOUSE PARTY	CBS 2:30	F - Dick Contino (M); M - Sheila Graham (columnist); Tu - Mae Clarke; W - Judy Canova (C); Thu - Gale Pace (S); F - Perc Westmore (make-up) (FROM HOLLYWOOD)
KATE SMITH (& Ted Collins)	NBC 3pm	M - Henny Youngman (C); Tu - Bill Hayes (S), Stan Freeman (M); W - The Cerneys (D), Charlie Ruggles in <u>World of Mr. Sweeney</u> ; Danny Sutton (S); Thu - Jimmy Nelson (ventriloquist); F - Alene Dalton (Story Princess), Dorothy Day & fashions, Al Bernie (C)
SIX O'CLOCK REPORT	WCBS 6pm	M thru F - Robert Trout replaces Don Hollenbeck as newscaster
MAGIC COTTAGE	WABD 6:30	Skedje Miller, Iggie Wolfington; M thru F; (SW & SD)
COKE TIME-E. FISHER	NBC 7:30	W - Kitty Kallen (S); F - Martha Wright (S)
PERRY COMO	CBS 7:45	M-W-F - Patti Page substitutes for vacationing Como
SPOTLIGHT	WOR 8pm	M thru F - <u>The Gentleman Complex</u> - (O) by William Attaway; with Lisa Clark, Lee Philips, Herbert Patterson; (SD)
HIGH TENSION	WOR 10:30	Thu thru W - <u>Mr. Krosneck Disappears</u> - (O) by Jay Bennett; with Martin Kosleck;
NEWS OF THE NIGHT	WCBS 11:15	M thru F - Don Hollenbeck replaces Allan Jackson as newscaster

SATURDAY MARCH 13
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|                                             |            |                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rocky Jones, Space<br>Ranger(Richard Crane) | WNBT 10:30 | Chapter III - with regulars & Frank Pulaski, Bill Hudson, John Cliff, Russ Conklin, Cliff Ferre, Mort Mills; (SW & SD)                                                                                                                                                                                                    |
| TOM CORBETT                                 | DuM 11:30  | regulars & Frank Sutton, Wesley Lau; (SW & SD)                                                                                                                                                                                                                                                                            |
| NBC TV OPERA THEATRE                        | NBC 4pm    | <u>The Taming of the Shrew</u> - opera based on Shakespeare's play by Vittorio Giannini, libretto by Giannini & Dorothy Fee; with John Raitt, Susan Yager, Sonia Stollin, Donald Gramm, John Alexander, Leon Lishner, Paul Ukena, Robert Holland, Albert Wilcox, Emile Renan, Karl Brock, Charles Kuenstner; (SD) (COLOR) |
| Johnny Jupiter<br>(Wright King)             | WABC 5:30  | <u>A Cure for a Cold</u> - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Michael Morris; with regulars only                                                                                                                                                                                                          |
| Range Rider<br>(Jack Mahoney)               | WNBT 6:30  | <u>Outlaw Pistols</u> - (O) by Arthur Rowe; with regulars & Shelby Wooley, George J. Lewis, Stanley Andrews; (SD)                                                                                                                                                                                                         |
| Man Against Crime<br>(Ralph Bellamy)        | WNBT 7pm   | <u>Rigged for Murder</u> - (O) by B. Loring; with Jeanne Shepherd, Harry Gresham, Thelma Pellish, John Graham, Herbert Volland, Woodrow Parfrey, Harry Kaddison, Josef Draper, Bart Burns, Andre Charise, Ricky Coll, Frank Beninati; (NBC&DuM Sun 10:30pm)                                                               |
| LEAVE IT TO-GIRLS                           | ABC 7:30   | Vivienne Segal, Vanessa Brown, Dr. Houston Peterson(Prof, Philos.)                                                                                                                                                                                                                                                        |
| Orient Express                              | WCBS 10:30 | <u>Curse of Agostino</u> -(C) Dir by Robert Spafford; with David Hurst, Gertrude Flynn, Alan Furlan; (SD)                                                                                                                                                                                                                 |

SUNDAY MARCH 14  
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Roy Rogers	NBC 6:30	<u>The Land Swindle</u> - (O) by M. M. Raison; with regulars & Jim Hayward, Gloria Talbot, Sam Flint, Dick Reeves, Mike Ragan, Fred Sherman, Harry Harvey; (SD)
GEORGE JESSEL	ABC 6:30	Phil Regan (S), Peggy Ryan & Ray McDonald (S&D)
Private Secretary	CBS 7:30	regulars & Joseph Martorano; (SW & SD)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	<u>Martha</u> - scenes from opera by Von Flotow; with Bill Tabbert, Lois Hunt, Nell Rankin; (SD)
TOAST OF THE TOWN	CBS 8pm	Victor Borge (C&M), Julius LaRosa (S), Gaudsmith Brothers(nowlty)
COLGATE COMEDY HOUR (Jimmy Durante)	NBC 8pm	Eddie Cantor, Robert Montgomery, Patrice Munsel (S), Eddie Jackson, Jules Buffano, Jack Roth
General Electric Theatre	CBS 9pm	<u>That Other Sunlight</u> - (O) by Frederick Hazlitt Brennan; with David Brian, Martha Vickers, Marjorie Lord, Ralph Elliott, Sheila James; Dir by Jean Yarbrough; Stuart Reynolds Production
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>The Inward Horizon</u> - (O) by Joseph Liss; with Phyllis Kirk, Steve Hill, David White, Ralph Longley, Susan Reed, Adele Bradley, Sylvia Stone, Stefan Gierasch, Philip Abbott; (SD) by Mann
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>A Trunk Job</u> - (O) by Norman Sweatman; with regulars & Eugene Ruyman, John Shay, Joe Ross, Joyce Lear, Ann Meecham; (SD)
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	<u>Philadelphia</u> - (O) by Alvin Boretz; with Addison Richards, Ralph Stantley, Lewis Charles, Jack Klugman, Arthur Storch, Patricia Smith, Gordon B. Clarke, Sidney Paul, Haskell Coffin; (SD)
The Loretta Young Show	NBC 10pm	<u>Count of Ten</u> - (O) by Eustace Cockrell, (A) by William Bruckner; with Eddie Albert, Jesse White, Dayton Lummis, Marion Ross, Chick Chandler, Jimmy Edwards, Bill Welsh, Ralph Volkie, Robert Perry
THE WEB	CBS 10pm	<u>A Piece of Grey Cloth</u> - (C) by Richard Wendley; with James Dunn, Michael Higgins, Lois Holmes, Rusty Lane; (SD)

NEW YORK TALENT AVAILABILITIES
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|                                                                                                            |                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| SALVATORE BACCALONI - basso-buffo in <u>La Gazza</u><br>Ladra at Town Hall Wed - MGT: H.Barrett, CO 5-0450 | JOSEPH SZIGETI - soloist with American Chamber Orchestra Mar 6, Town Hall - MGT: Friedberg (Cesar Saerchinger, Dir.), CI 7-1408 |
| HARRY BANNISTER - character actor - AGT: Marjorie Morrow, CH 4-0644                                        | MARIA TALLCHIEF - top ballerina with City Center Ballet - PRESS: CH 4-5185, Philip Bloom                                        |
| KABUKI DANCERS & MUSICIANS - currently at the Century Theatre - CONTACT: Hurok, PL 9-6000                  | JAMES WESTERFIELD - returns from shooting <u>Gunslinger</u> for Columbia - AGT: Baum-Newbom, MU 8-1380                          |
| VINCENT SHEEAN - author of <u>Lily</u> - CONTACT: Irma Greenberg, Random House, PL 1-2600                  |                                                                                                                                 |

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ASSOC ED: Alvin Sullum

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (15)

CBS- 7-9am EST, CST, Mon thru Fri; DEBUT; The Morning Show; from WCBS-TV(NY), no. of stations indefinite. Sponsors- Participations. Pkgr- CBS News & Public Affairs(NY); Prod- Paul Levitan; Unit Prods- Ted Marvel(Unit A), Don Hirsch(Unit B); Dirs- Tom Donovan(show), Vince Walters(news); Unit Mgr- Bob Stolfi; Music- Recorded; Sets- Charles Lisanby & Jac Venza; Staff Writers- Jack McGiffert(head feature writer), Helen Markel, Tom Costigan, Marianne MacCalla, Alice Wallace; News Editor- Av (cq) Westin. Entertainment-news-music-information program, originating in Studio 41, Grand Central Terminal CBS studio, with Walter Cronkite as "anchor man," Charles Collingwood, news reporter; Bil and Cora Baird and their puppets, with several developed especially for the show. The program format will include news of the world, music and entertainment, current events commentaries, interviews with interesting and newsworthy people in all fields, information on all phases of living, live remote broadcasts of important events and weather reports via a new electronic board-map. The program provides for five-minute local station cut-ins at the end of each half-hour.

#### Tuesday (16)

CBS- 9-9:30pm EST; RETURN; Meet Millie; from KNXT(H'wood), 52 stations live, 33 kine. Sponsors (alternate) 1) O-Cedar Corp thru Turner Advertising Agency (Chi). 2) Carter Products, Inc(Arrid & Rise & Little Liver Pills) thru Sullivan, Stauffer, Colwell & Bayles, Inc; Acct Exec- Barrett Welch; Agcy Superv- Richard Uhl. Pkgr- CBS-TV(H'wood); Prod- Frank Galen; Dir- Lester Vail; Music Dir- Irving Miller; Writers- Frank Galen, Howard Leeds, Arthur Julian. Situation comedy starring Elena Verdugo as Millie, Florence Halop as her mother and Marvin Kaplan as Alfred Prinzmetal; with Roland Winters as Mr. Boone, Millie's boss, Isabel Randolph as Mrs. Boone and Ross Ford as Millie's boy friend. The program made its debut on Oct 25, 1952, and has been a CBS sustainer since. It went off the air temporarily several weeks ago. It had been seen Saturdays, 7-7:30pm EST. Meet Millie replaces This Is Show Business in the Tuesday spot.

#### Saturday (20)

NBC- 11:10pm-1am EST; SPECIAL; NCAA Tournament Championship; from WDAF-TV(Kansas City), to the net. Sustaining (at press time). Pkgr- NCAA with NBC News & Special Events; Prod-Dir- WDAF-TV crew. Final game between the Eastern and Western championship basketball teams resulting from the NCAA tournament sectional eliminations. The game will not be seen in the Kansas City area.

- Page 42 -

THIS WEEK

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## OTHER NETWORK CHANGES & ADDITIONS

ABC- It's About Time (Thu, 8-8:30pm EST) Change production staff credits: Prod- John Lewellen; Co-Prod- Rachel Stevenson & Jay Sheridan; Dir- Dan Schuffman. (See page 35 for debut listing).

CBS- Address by Vice President Nixon; SPECIAL March 13; 10:30-11pm EST, from WTOP-TV (Wash), to the net. Sustaining. Pkgr- CBS News & Public Affairs. Vice President Richard M. Nixon presents the answer of the Republican Party to criticism voiced by Adlai Stevenson in his Miami address during the same time period on March 7. (See page 35).

The New Revue (Fri, 5:30-6pm EST) Burt Shevelove is now producer and Jerry Shaw is director, with overall supervision by Richard Lewine, CBS executive producer for color programs.

DuM- Night Editor; DEBUT March 14; Sun, 6:15-6:30pm EST; from WABD(NY), to the net. Sustaining. Pkgr- Ward Byron & Hal Burdick; Prod- Ward Byron; Dir- Dick Sandwick; Assoc Dir- Ken Geiman; Writer- Hal Burdick. Human interest stories suggested by the events that make newspaper headlines, told by Hal Burdick as the "night editor," sitting at a desk in a typical newspaper office setting. Burdick tells the stories straight, with no actors or other re-creation beyond the art of direct story telling. A 16mm film series, with the same name, star and writer, was produced during the fall of 1952 for Kaiser-Frazer auto dealers' sponsorship in several major cities. It made its New York debut over WABD on Sept 12, 1952. The new series is live.

## NETWORK SPONSOR ACTIVITY

YARDLEY & CO., LTD.(Cosmetics) thru N. W. Ayer & Son, Inc(NY) will sponsor the Tuesday, 1:30-1:45pm segment of the Garry Moore Show over CBS-TV, effective April 6; replacing Cat's Paw Rubber Co., current sponsor of the segment.

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LOCAL STATION ACTIVITY

WABD(Ch 5) - Walter Woolf King Show; DEBUT March 15; Mon thru Fri, 1:15-1:30pm New York EST. Participations. Pkgr- Bories Organization, Inc(NY); Prod- Bob Bories Productions; Prod Superv- Wesley Kenney(WABD); Dir- Lou Danis. Musical comedy star Walter Woolf King sings and reminisces in a program of operetta favorites and modern romantic ballads, with piano accompaniment. In recent years King has been a radio and TV performer on the West Coast.

WOR-TV(Ch 9) - The Spanish Hour; RETURN March 15; Mon, 10:30-11:30pm EST. Participations. Pkgr-Prod- Don Passante; Dir- Bob Eberle(WOR-TV). Bilingual, English-Spanish program, featuring variety acts performing in the setting of a Spanish night club, "El Rancho." The program is done in both languages, with Don Passante as English-language m.c., and Don Mendez, comedian-m.c, as the Spanish-language host. The program will feature Latin American guests and acts. Spanish Hour made its debut July 6, 1953, over WOR-TV and was last seen Aug 17. WOR-TV went on a limited operations basis the next day after an IBEW strike.

WPIX(Ch 11) - St. Patrick's Day Parade; SPECIAL March 17; Wed, 12:30-4pm EST. New York Sponsors- Hoffman Beverage Co(Soft Drinks) & Pabst Brewing Co(Beer) both thru Warwick & Legler, Inc(NY). Tech Arrangements- Mike Vardakis; Dir- Jack Murphy. Jack McCarthy describes the sixth annual telecast of the St. Patrick's Day Parade on New York's Fifth Avenue.

1. The first part of the report deals with the general situation in the country and the progress of the work.

2. The second part of the report deals with the results of the work and the progress of the work.

3. The third part of the report deals with the results of the work and the progress of the work.

4. The fourth part of the report deals with the results of the work and the progress of the work.

5. The fifth part of the report deals with the results of the work and the progress of the work.

6. The sixth part of the report deals with the results of the work and the progress of the work.

7. The seventh part of the report deals with the results of the work and the progress of the work.

8. The eighth part of the report deals with the results of the work and the progress of the work.

9. The ninth part of the report deals with the results of the work and the progress of the work.

10. The tenth part of the report deals with the results of the work and the progress of the work.

LOCAL STATION ACTIVITY(Cont'd)

KNXT(Ch 2) - Introduction to Art; DEBUT March 15; Mon thru Fri, 10:30-10:45am PST.
Los Angeles Sustaining, public service. Pkgr- KNXT in cooperation with the University of California Extension Division and UCLA; Prod- William Whitley(KNXT Dir of Public Affairs); Dir- Bob Lehman. Instructor Mary Holmes of the UCLA art department will use examples of painting and sculpture to illustrate lectures for viewers who can also earn two units of transferable university credit from UCLA if they register through UCLA (\$18 course fee). Students take three exams during the "term" and a final on the UCLA campus on June 26. The on-the-air course will continue thru Friday, June 25. KNXT's Shakespeare on TV, the award-winning predecessor for TV education, enables TV enrolled students to earn one college credit.

KGO-TV(Ch 7) - FYI; DEBUT March 13; Saturday, 9:30-10pm PST. Sustaining. Pkgr- San Francisco KGO-TV; Prod-Dir- Tom Weatherwax; Writer- Gordon Waldear. Documentary series spotlights the role of California newspapers in the history of the state, saluting the nine Bay Area counties'(San Francisco-Oakland) newspapers. The first program gives a general picture, with the "Oakland Tribune" story on the March 20 program. Bob Day is m.c. and Hartley Sater is narrator.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
New York					
WABD(5)	*"The Joe Palooka Story" (Guild Films)	-Open for sponsor	3/13 Sat	7-7:30pm	
Los Angeles					
KTTV(11)	*Colonel March of Scotland Yard" (Official Films)	-Yeakel Brothers(auto dealers)	3/6 Sat	9:30-10pm	

CODE: *First run in market

FILM PACKAGES

Rin Tin Tin FUTURE(Hollywood); outdoor adventure series telling the story of an orphaned boy adopted by a cavalry troop at Fort Apache in 1880's; with Rin Tin Tin IV, Lee Aaker as the boy, and James Brown, Bill Phipps and Joe Sawyer; 26 half-hour films to be filmed, scheduled to roll April 1. Avail- Sponsorship open. Pkgr-Film Prod- Screen Gems, Inc., at Columbia Pictures, Hollywood; Prod- Herbert B. Leonard; Dir- (2 of first 4 in series) Robert G. Walker. Dist- Screen Gems, Inc., 233 West 49th St., New York 19, N. Y.

RATINGS DIGEST

MULTI MARKET TELEPULSE, ONCE A WEEK SHOWS, WEEK JAN 4-10, 1954:

I Love Lucy(CBS-F)	47.7	Milton Berle(NBC-L)	34.7
Dragnet(NBC-F)	41.7	Godfrey and Friends(CBS-L)	34.0
You Bet Your Life(NBC-F)	38.6	Burns & Allen(CBS-F)	31.0
Godfrey's Talent Scouts(CBS-L)	36.4	Red Buttons(CBS-L)	30.0
Comedy Hour(NBC-L)	36.2	Jackie Gleason(CBS-L)	29.9

L- Live F- Film. Future Pulse surveys will be included in consolidated ratings digest (See page 41). Previous Pulse Survey is listed on page 28.

NEWS AND COMMENT: Baron (Mickey) Trenner, Jr., appointed asst to Charles F. Holden, ABC-TV net program manager.....Leslie Harris appointed vice president and general manager of CBS Television Film Sales, Inc.....Leon Drew named production manager of KNXT(H'wood).

TALENT SHOWSHEET MARCH 15-21, 1954
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Most of the shows on March 12, 13 and 14 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday March 19. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 12  
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MAMA (Peggy Wood)	CBS 8pm	<u>Jenny And The Streets Of Paris</u> - (O) by Jerome Ross; with regulars and Pat Poole, Herbert Anderson
LIFE BEGINS AT 80 (Jack Barry)	DuM 9pm	Joe E. Brown (C)

SATURDAY MARCH 13
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|                                                     |            |                                                                                                                                                                                                           |
|-----------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ROD BROWN                                           | CBS 11:30  | <u>Strange Men From Leefri</u> - with Al Ruscio, James Dukas, David Winters; (SW & SD)                                                                                                                    |
| <u>Range Rider</u><br>(Jack Mahoney)                | WNBT 6:30  | <u>Bullets &amp; Badmen</u> - (O) by Edward Llewellyn; with John Douchette, Brad Johnson, Myron Healy, Elle Ethridge, Steve Clark, Alan Bridge. (Change from previous listing of <u>Outlaw Pistols</u> .) |
| ETHEL AND ALBERT<br>(Lynch & Bunce)                 | NBC 7:30   | Cele McLaughlin, Truman Smith, Lillian Schaaf, Alexander Clark, Douglass Parkhurst, Dortha Duckworth, Mimi Strongin                                                                                       |
| JACKIE GLEASON                                      | CBS 8pm    | Eddie Fisher subs for Gleason this date                                                                                                                                                                   |
| YOUR SHOW OF SHOWS<br>(Sid Caesar-Imogene Coca)     | NBC 9pm    | Rhonda Fleming, guest hostess; Chandra Kaly Dancers, Billy Williams Quartet, Jack Russell, Joan Walker (S) and regulars                                                                                   |
| MEDALLION THEATRE                                   | CBS 10pm   | <u>Flight To Fame</u> - (O) by Simon Wincelberg; with Edith Fellows, Romney Brent, Helen Baron, James Broderick, Perry Fiske, Bert Freed, Dickie Moore, Peggy Nelson, Barbara Townsend, Ken Konopka       |
| COL. HUMPHREY FLACK<br>(Alan Mowbray & Frank Jenks) | DuM 10pm   | <u>The Columnist</u> - (O) by Hannah Grad Goodman, Ed Jurist & S. L. David; with Joan Copeland, Ralph Bell, John Kane, Frank Maxwell, Shirley O'Hara, Sidney G. Stevens; (SD)                             |
| <u>Orient Express</u>                               | WCBS 10:30 | KILL: Announced teledrama; INSERT: speech by Vice-Pres. Nixon                                                                                                                                             |

SUNDAY MARCH 14  
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LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	<u>My World At Five</u> - (O) by Paul Tripp; with Anna Lee, Jay Jostyn; (SD)
FRONTIERS OF FAITH	NBC 1:30	Leif Erickson, Aline MacMahon, Charles Eggleston, Dearon Darnay,
EXCURSION(Meredith)	NBC 4pm	<u>The Story of Money</u> ; guest Mrs. Ivy Baker Priest(US Treasurer)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>The Gambler, The Nun & The Radio</u> - (O) by Ernest Hemingway, (A) A.E. Hotchner & Sidney Carroll; with Geraldine Fitzgerald, Harry Townes, Victor Thorley, Albert Salmi, George Mitchell, James Goodwin, Harry Bellaver, Don Mayo, Henry Silva, Casey Allen, Michael Strong; Dir: Paul Nickell. ---- <u>3 Skits: Hats, Holiday, Conquest</u> - (O) by Hermione Gingold; with Miss Gingold, Cyril Ritchard, Jean Stapleton, Philippa Bevans, Buster Davis. ---- <u>Shoot The Nets</u> - documentary film of Dutch Herring fleet.
HALMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	<u>The Road To Tara</u> - (O) by James Truex; with Patrick O'Neal, Lois Hall, John Baer, Emory Parnell, Philip Tonge, Lumsden Hare, Thomas Henry, Damian O'Flynn, Don Kennedy, Walter Beaver, Will White, Ed Perry; (SD, FROM HOLLYWOOD)
YOU ARE THERE	CBS 6:30	<u>The Rescue Of The Statue Of Liberty</u> - (O) by Peggy Phillips; With Martin Brooks, Douglas Watson, Mary Sinclair, John Heldebrand, Jerome Kilty, Robert Emhardt, Bruce Gordon, Bernard Grant, Ben Astar
MR. PEEPERS(Wally Cox)	NBC 7:30	Regulars & Jane Moultrie, Van Dyke Parks, Katherine Squire, Georgia Harvey, James Surrey, Amelia Barlion, Garry Walberg, Carl Specht; (SW & SD)

SUNDAY MARCH 14 (Cont'd)
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|                                                |           |                                                                                                                                                                                                                                   |
|------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE MASK<br>(Gary Merrill &<br>William Prince) | ABC 8pm   | <u>65 Pacific Street</u> - (O) by Frank Gruber, (A) by Sam Ross; with<br>regulars and Peter Capell, Peg Hillias, Don Dubbins, Daryle<br>Grimes, Kathleen Maguire, Don Gibson, Paul Andor; (SD) (KINE ON WED, NET<br>ONLY, 8-9pm.) |
| TOAST OF THE TOWN<br>(Ed Sullivan)             | CBS 8pm   | Add: Leslie Caron, Montgomery Clift, Dorothy Hayden's Irish<br>Steppers, Hal LeRoy(D), "Peg Leg" Bates(D)                                                                                                                         |
| ROCKY KING, DETECTIVE<br>(Roscoe & Todd Karns) | DuM 9pm   | <u>The Spirit's Willing</u> - (O) by Philip S. Goodman; with Isabel<br>Price, Jean Sorel, Kevin O'Morrison, Hope Sansbery, Joe Abdullah                                                                                           |
| THE WEB                                        | CBS 10pm  | <u>The Piece Of Cloth</u> - (O) by Richard Wendley; with Michael<br>Higgins, Lois Holmes, Rusty Lane, James Dunn; (SD)                                                                                                            |
| <u>Peerless Theatre</u>                        | WABD 11pm | <u>Tennessee's Partner</u> - (A) by Jack Patrick, from story by Bret<br>Harte; with John Qualen, Robert Osterloh, Jim Hayward, Max<br>Wagner, Al Murphy, Charles Watts, Don Gibson; (1st showing in NY market)                    |

MONDAY MARCH 15  
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JAMIE (Brandon de Wilde)	ABC 7:30	<u>Aunt Laurie's Diet</u> - (O) by David Shaw; regulars and Parker McCormick
ARTHUR MURRAY PARTY	NBC 7:30	Judy Holliday in flirtation scene from <u>It Should Happen To You</u> with Scott McKay; (LIVE, NOT ON FILM)
GODFREY TALENT SCOUTS	CBS 8:30	Lorraine Donahue (soprano); Sheila Guyse (pop singer); John Christophe, Murray Zeenberg, Lonnie Di Grazio, Lew Guidi (vocal- instrumental quartet)
VOICE OF FIRESTONE	NBC 8:30	Eugene Conley
<u>RCA Victor Show</u> (Dennis Day)	NBC 9pm	Regulars and Billy Barty
RED BUTTONS (Joe Silver)	CBS 9:30	Mimi Benzell; (Last <u>Red Buttons</u> show in current format; becomes situation comedy March 22)
ROBERT MONTGOMERY	NBC 9:30	<u>The Quality Of Mercy</u> - (A) by Irving Gaynor Neiman, from short story by Eleazar Lipsky; with Lillian Gish, Mario Alcalde, James Gregory, Betty Bendyck, Florence Anglin, Eva Condon; (SD) by Perry Lafferty
STUDIO ONE	CBS 10pm	<u>Thunder On Sycamore Street</u> - (O) by Reginald Rose; with Whit- field Connor, Nell O'Day, Robert Bussard, Dickie Olsen, Lee Bergere, Anna Cameron, Harry Sheppard, Kenneth Utt, Charlotte Pearson, Charles Penman, Mabel Cochrane, Tirrell Barbery; (SD) by Franklin Schaffner; title drawing by Edward Chavez
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WNBT 10:30	<u>The Vacant Room</u> - with Allene Roberts, Lillian Albertson, Herbert Heyes, Charlotte Fletcher, Lorna Thayer, Alan Wells, Howard Price, Edward Colmans, John Merrick; (SW & SD)

TUESDAY MARCH 16
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|                                                   |          |                                                                                                                                                                                                          |
|---------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Cavalcade Of America</u>                       | ABC 7:30 | <u>The Splendid Dream</u> - (O) by Paul Gangelin; with Richard Stapley,<br>Leo G. Carroll, John Dodsworth                                                                                                |
| THE MASK<br>(Kine, repeat of show<br>seen 2/7/54) | ABC 8pm  | <u>Marked For Murder</u> - (O) by Charles Robinson; with Brian Keith,<br>Audrey Christie, Russell Hardie, Arthur Storch, Betty Garde,<br>Frances Waller, Phil Kenneally, Gilbert Mack, Allan Tower; (SD) |
| <u>Gene Autry Show</u>                            | CBS 8pm  | <u>Cold Decked</u> - repeat of film originally seen on 9/15 & 12/15/53                                                                                                                                   |
| BOB HOPE SHOW                                     | NBC 8pm  | Cass Daley, Janis Paige (S), David Niven                                                                                                                                                                 |
| PANTMIME QUIZ<br>(Mike Stokey)                    | DuM 8:30 | Regulars and John Archer, Janis Carter, Cliff Norton                                                                                                                                                     |
| <u>Make Room For Daddy</u><br>(Danny Thomas)      | ABC 9pm  | Regulars and Jesse White, Martha Wentworth, Clifford David,<br>Danny Richards Jr., Lee Errickson, Nancy Randall                                                                                          |





TUESDAY MARCH 16 (Cont'd)

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<u>Fireside Theatre</u> (Gene Raymond)	NBC 9pm	<u>Ringo's Last Assignment</u> - (O) by Robert Richards, (A) by Wells Root; with Tom Powers, Mary Orr, Jonathon Hale, Richard Simmons, Wheaton Chambers, Joe McTurk, Jack Daly, Dorothy Bruce; (SD)
U.S. STEEL HOUR	ABC 9:30	<u>Welcome Home</u> - (O) by N. Richard Nash; with Helen Hayes, Charles Ruggles, Jean Dixon, Paul McGrath, Carmen Mathews; (SD)
SUSPENSE	CBS 9:30	<u>The Fourth Degree</u> - (O) by C.P. Dommel Jr., (A) by Frank P. de Felitta; with Joseph Wiseman, Walter Brook, Werner Klemperer, Milton Selzer, E.A. Krumschmidt, Irene Cowan; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>The Fugitive</u> - (O) by Irene Foley; with Dolly Haas, Anthony Perkins, Miko Oscard, Marcel Hillaire, Judith Tutaef, Pierre Perret; (Show originally scheduled for March 2, pre-empted by Mardi Gras)
DANGER	CBS 10pm	<u>Actor</u> - (O) by Maury Stern; with Dane Clark, Catherine McLeod, Jack Warden, Leo Bayard, Chris Gampel, Alfred Hopson, Charles Randall; (SD)
<u>Mr. & Mrs. North</u> (Barbara Britton & Richard Denning)	NBC 10:30	<u>Death Doll</u> - (O) by Lee Erwin; with regulars and John Eldredge, Ann Doran, Kay Morley, Leon Lontok; (SD)

WEDNESDAY MARCH 17

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|--------------------------------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u><br>(Guy Madison)                     | WNBT 6pm | <u>Jingles Becomes a Baby-Sitter</u> - with Raymond Hatton, Dennis Moore, Toni Gerry, Ray Parsons, Effie Laird, Al Bridge, Riley Hill; (SW & SD)                                                                     |
| CHICAGO SYMPHONY                                             | DuM 8:30 | George Schick, conductor                                                                                                                                                                                             |
| <u>My Little Margie</u><br>(Gale Storm &<br>Charles Farrell) | NBC 8:30 | <u>Vern's Son</u> - with regulars and Stuart Wade, Wayne Taylor; (SW & SD)                                                                                                                                           |
| KRAFT TELEVISION<br>THEATRE                                  | NBC 9pm  | <u>You Touched Me</u> - (A) unavailable at press time, (O) Tennessee Williams & Donald Windham, suggested by short story by D.H. Lawrence; with Martyn Green, Terence Kilburn, Deidre Owens, Catherine Willard; (SD) |

THURSDAY MARCH 18

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<u>Meet Mr. McNutley</u> (Ray Milland)	CBS 8pm	Regulars and Steffi Sidney (daughter of columnist Sidney Skolsky)
<u>Four Star Playhouse</u>	CBS 8:30	<u>Lady Of The Orchids</u> - (O) by Ty Cobb & Jackson Hill, (A) by Thelma Robinson; with Lilli Palmer, John Howard, Robert Paige, John Hoyt, Phyllis Stanley, Ann Loos; (SD) by Roy Kellino
T MEN IN ACTION (Walter Greaza)	NBC 8:30	<u>The Case Of The Changing Heart</u> - (O) by Ed Adamson; with Paul Franke, Danny Ocko, Joe Maross, June Dayton, Arny Freeman; (SD)
LUX VIDEO THEATRE	CBS 9pm	<u>The Exposure Of Michael O'Reilly</u> - with Victor McLaglen, Vera Miles, Arthur Shields; balance of credits unavailable at press time; (SD, FROM HOLLYWOOD)
KRAFT TELEVISION THEATRE	ABC 9:30	<u>Home At Seven</u> - (O) by R.C. Sheriff; with Tom Helmore, Valerie Cossart, Carl Harbord, Robin Craven, Audra Lindley, Noel Leslie, Felix Deebank, Leta Bonyne; (A) - (SW)
<u>Ford Theatre</u>	NBC 9:30	<u>The Last 30 Minutes</u> - (O) by Lee Horton, (A) by Berne Giler; with Arthur Franz, Martha Vickers, George Macready, Eve Miller, Kyle James; (SD)
<u>Public Defender</u> (Reed Hadley)	CBS 10pm	<u>The Unfit Mother</u> - (O) by William E. Raynor; with Barbara Logan, Lyle Talbot, James Kirkwood, Nestor Paiva, Tony Caruso, Veda Ann Borg; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	Jim Nolan, Mona Knox, Richard Carlyle, Cliff Owens, Janet Ward, Frank Milan, Frederick Meyer, Marilyn Moore; (O) - Edgar Marvin
<u>Foreign Intrigue</u> (James Daly)	WNBT 10:30	<u>F.I. In International Finance</u> - (O) by Joseph Victor, (A) by Harold Jack Bloom; with Uno Hemming, Laurotz Falk, P.G. Holmgren, Gusta Pruzellius, Tyne Daly; (SD)

[The page contains extremely faint, illegible text, likely bleed-through from the reverse side. The text is organized into several columns and rows, with some lines appearing to be headings or section titles. Due to the low contrast and blurriness, the specific content cannot be transcribed.]

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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 12 THROUGH FRIDAY MARCH 19

SATURDAY MARCH 20
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TALENT SHOWSHEET (more)





SATURDAY MARCH 20 (Cont'd)  
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<u>Range Rider</u> (Jack Mahoney)	WNBT 6:30	<u>Cutlaw Pistols</u> - (O) by Arthur Rowe; with Shelby Wooley, George J. Lewis, Stanley; (SD) (Previously announced for March 13)
ON YOUR WAY (Kathy Godfrey)	ABC 7pm	Kai Soderman (Swedish singer), Ricky Hale (Spanish singer), The Manhattans (vocal quartet, 3 boys & 1 girl)
<u>Man Against Crime</u> (Ralph Bellamy)	WNBT 7pm	<u>Hit And Run</u> - (O) by Bill Demling; with William Post Jr., Raymond Van Sickle, Truman Smith, Lee Criegar, Glen C. Gordon, Jay Lanno, Doreen Lang; (SD) (NBC & DuM Sunday March 21 10:30pm)
<u>Orient Express</u>	WCBS 10:30	<u>A Pair Of Shoes</u> - (O) by George Houthton (cq); with Ingrid Andree, Horst Euckholz, Wolfgang Jansen, Theodor Rocholl, Sigred Lagemann, Reinhard Kollbehoff, Berta Drews; (SD)
SECRET FILES OF CAPT. VIDEO (Al Hodge)	DuM 11:30am	<u>Survival</u> - (O) by Carey Wilber; with regulars and Grant Sullivan.
MARTHA RAYE SHOW	NBC 9pm	Edward Everett Horton, Rocky Graziano, Buddy Ebsen, David Burns
SUNDAY MARCH 21 ~~~~~		
GEORGE JESSEL	ABC 6:30	Smith & Dale, Fay DeWitt (C), Susan Zanuck (S; daughter of Darryl Zanuck)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Surrender Of Burgoyne At Saratoga</u> - (O) by Jeremy Daniel; cast to be announced
<u>Roy Rogers</u>	NBC 6:30	<u>Haunted Mine Of Paradise Valley</u> - (O) by M.M. Raison; with Hank Patterson, Jean Harvey, Fred Graham, Harry Wills, Harry Harvey, Frank Jaquet, and regulars; (SD)
PAUL WINCHELL SHOW	NBC 7pm	Doretta Morrow (S), Dancers from <u>Kismet</u>
JACK BENNY	CBS 7:30	Bing Crosby, George Burns (FROM HOLLYWOOD)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	<u>The Girl Of The Golden West</u> - scenes from Puccini opera which was based on drama by David Belasco; with Brenda Lewis (soprano) Robert Rounseville (tenor), Angelo Pilotto (baritone); (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Eddie Fisher, Betty & Jane Kean (C), The Harmonicats (M), Richard Hearne (British comic), Gautier's Steeplechase (dog act), 3 Walt Disney cartoonists
GOLGATE COMEDY HOUR (Abbott & Costello)	NBC 8pm	Les Paul & Mary Ford (FROM HOLLYWOOD)
FRED WARING SHOW	CBS 9pm	The Teen Trio, Bob Sands, Frances Wyatt (all singers)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>Broken Fist</u> - (O) - by David Shaw; with Claude Dauphin, Herbert Nelson, Sidney Armus, Robert Carriart, Therese Quadri, Lilyan Chauvin, Max Fisher, Henry Calvin, Yvonne Rudie, Al Paulsen; (SD) Arthur Penr
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	<u>Portland, Oregon</u> - (O) by David Harmon; with Norma Crane, Eugenia Rawls, Sarah Krohner, Robert Fuller, Gage Clark, Chris White, Ruth Manning; (SD)
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>Tragic Flirtation</u> - (O) by Vera Caliste; with Connie Clausen, Bram Nossen, Alex Lockwood, Robert Drew, Ralph Camargo; (SD)
<u>The Loretta Young Show</u>	NBC 10pm	<u>The Clara Schumann Story</u> - (O) by Jean Holloway; with Miss Young, George Nader, Carleton G. Young, Shelley Fabares, Walter Flannery; (SD)
<u>Peerless Theatre</u>	WABD 11pm	<u>The Cure</u> - (O) by Bernard Girard; with Todd Karns, Barbara Billingsley, Roy Engle, Marjorie Bennett, Shep Menken, Gilbert Frye, Frank Marlowe, David Fresco, Don Gibson; (FIRST RUN IN NY AREA; remainder of series is rerun of <u>Rebound</u> series)

NEW YORK TALENT AVAILABILITIES
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|                                                                            |                                                                                                |
|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| ELISHA COOK JR - actor avail TV - AGT; Marjorie Morrow CH 4-0644           | SCOTT FORBES - young leading man of <u>The Burning Glass</u> - MGT: Grace Lyons JU 6-8330      |
| JEFF MORROW arrives from Calif Mar 18 for TV - AGT: Baum-Newborn MU 8-1380 | MIRIAM GOLDINA - actress, instructor Circle In The Square drama workshop, avail TV - SU 7-5400 |

1. The first step is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the problem.

1. *Pharmaceuticals* (1997) 10, 11. *Pharmaceuticals* (1998) 11, 12. *Pharmaceuticals* (1999) 12, 13. *Pharmaceuticals* (2000) 13, 14. *Pharmaceuticals* (2001) 14, 15. *Pharmaceuticals* (2002) 15, 16. *Pharmaceuticals* (2003) 16, 17. *Pharmaceuticals* (2004) 17, 18. *Pharmaceuticals* (2005) 18, 19. *Pharmaceuticals* (2006) 19, 20. *Pharmaceuticals* (2007) 20, 21. *Pharmaceuticals* (2008) 21, 22. *Pharmaceuticals* (2009) 22, 23. *Pharmaceuticals* (2010) 23, 24. *Pharmaceuticals* (2011) 24, 25. *Pharmaceuticals* (2012) 25, 26. *Pharmaceuticals* (2013) 26, 27. *Pharmaceuticals* (2014) 27, 28. *Pharmaceuticals* (2015) 28, 29. *Pharmaceuticals* (2016) 29, 30. *Pharmaceuticals* (2017) 30, 31. *Pharmaceuticals* (2018) 31, 32. *Pharmaceuticals* (2019) 32, 33. *Pharmaceuticals* (2020) 33, 34. *Pharmaceuticals* (2021) 34, 35. *Pharmaceuticals* (2022) 35, 36. *Pharmaceuticals* (2023) 36, 37. *Pharmaceuticals* (2024) 37, 38. *Pharmaceuticals* (2025) 38, 39. *Pharmaceuticals* (2026) 39, 40. 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1. The first internal control is the "Internal Control System" (ICS) which is a system of internal controls designed to ensure the accuracy and reliability of financial reporting. The ICS is a key component of the internal control system and is designed to ensure the accuracy and reliability of financial reporting.

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## THE TELEVISION INDEX

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EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

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## = WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Thursday(25)

NBC- 10:30pm-12midnight EST; SPECIAL; Academy Awards; from KNBH(H'wood) & WNBT (NY), no. of stations indefinite. Sponsor- Oldsmobile Division, General Motors Corp thru D. P. Brother & Co(Detroit); Acct Exec- Clarence Hatch, Jr.; Comm Annrcs- Paul Douglas(host for sponsor), Betty White & Bob Lemond. Pkgr- Academy of Motion Picture Arts & Sciences with NBC-TV; General Dir- Mitch Leisen; Prods- William Kayden(H'wood) & George McGarrett(NY); Dirs- William Bennington (H'wood) & Grey Lockwood(NY); Music Dir- Andre Previn; Sets- Daniel Cathcart; Choreog- Bill Daniel. Simulcast of the 26th annual Academy Awards, with presentations to winners at RKO Pantages Theatre, Hollywood, and NBC's Center Theatre, New York. A special cut-in will be made from WPTZ(Phila) for the presentation of an award by Shirley Booth, last year's winner of the award for best performance by an actress. Gary Cooper, last year's best actor, will make a presentation via a film made at Cuernavaca, Mexico, where he is on location. Donald O'Connor is m.c. of the awards in Hollywood, with Fredric March acting as m.c. in New York. The New York portion of the program will be brought to the West Coast with a line from New York direct to TV and radio. Commercials for the sponsor will originate in NBC's Burbank Studio for TV and in NBC Hollywood for radio. Raymond Burr will handle the TV commentary for the ceremonies and Richard Carlson will be radio commentator.

#### Saturday(27)

ABC- Afternoon, starting time to be advised; RETURN; Game of the Week; from various stations (during the regular baseball season, most games originate from Cleveland, Chicago and Philadelphia), to 60 stations for the sponsor, additional stations co-op, excluding WABC-TV(NY) and cities with major or minor league games scheduled on the day of the telecast. Sponsor- Falstaff Brewing Corp(Beer) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ed Burke; Agcy Superv- S. J. Hamilton. Pkgr- ABC-TV Sports Dept; Prod-Dir- Various local crews. The Baseball Game of the Week makes a pre-regular season debut with telecasts of training games from Oklahoma City, March 27; Dallas, April 3; and Philadelphia, April 10. The regular season telecasts begin April 13 with a special from Washington when the New York Yankees and Washington Senators officially open the season with President Eisenhower tossing out the first ball. The series made its debut last summer, covering the home games of the Cleveland Indians, Chicago White Sox and Philadelphia Athletics, all American League teams. Four National League games have been added this year, with the season's telecasts ending Saturday, Sept 25.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Sunday(28)

CBS & NBC- 8-9:30pm EST; SPECIAL; General Foods 25th Anniversary Show; from WCBS-TV(NY) & KNXT(H'wood) with NBC picking up CBS feed; no. of stations indefinite. Sponsor- General Foods Corp(institutional, with product mentions) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Mountain; Agcy Superv- Lee Strahorn; Comm Superv- John Freese. Pkgr- Y & R; Supervisors- Richard Rodgers and Oscar Hammerstein; Prod-Dir- Ralph Levy(CBS); Music Dir- Harry Sosnik (using the original Robert Russell Bennett orchestrations from Rodgers & Hammerstein shows); Sets- Richard Jackson; Writers- Samuel Taylor and Hammerstein; Special Writers- Sam Perrin & George Balzer (for Jack Benny); Bernie Smith & Bob Dwan (for Groucho Marx) and Goodman Ace and Nat Hiken (additional show material). Excerpts from Rodgers and Hammerstein musical hits, presented under their direct supervision for the first time on television (previous telecasts of excerpts were with permission but not supervised by R & H), presented with many of the original stars in the roles they created in "Oklahoma!", "Carousel," "Allegro," "South Pacific," "The King and I" and "Me and Juliet." Stars who will appear and the shows they were originally in are Mary Martin and Ezio Pinza (South Pacific); John Raitt and Jan Clayton (Carousel); Yul Brynner and Patricia Morison, with Japanese dancer Michiko and the children (King and I). Miss Morison currently plays Anna in the show, the role first played by the late Gertrude Lawrence. Tony Martin and Rosemary Clooney will appear in scenes from "Me and Juliet" and Gordon MacRae and Florence Henderson will be in highlights from "Oklahoma!" Other stars on the show are Jack Benny, Edgar Bergen and Charlie McCarthy, Groucho Marx and Ed Sullivan. Sullivan and Mary Martin will m.c. the program, with Miss Martin presenting the Hollywood TV and radio stars. The special program will pre-empt, this date only, CBS-TV's Toast of the Town, 8-9pm, and Fred Waring Show, 9-9:30pm, and NBC-TV's Colgate Comedy Hour, 8-9pm, and the first half of Goodyear Television Playhouse, 9-9:30pm. The latter program will have a special half-hour drama, 9:30-10pm, this date only.

OTHER NETWORK CHANGES & ADDITIONS

POOL- All networks; President Eisenhower's Address on Taxes; SPECIAL March 15; 9-9:15 pm EST, from WNBW(Wash), to all nets, plus some local independents. Sustaining, public service. Pkgr-Prod- NBC Special Events Dept. President Eisenhower spoke from the White House on special administration tax policies. Regularly scheduled net programs from 9-9:30pm were pre-empted.

ABC- Pepsi-Cola Playhouse (Fri, 8:30-9pm EST), ON FILM; HOSTESS CHANGE April 2. Anita Colby becomes regular hostess, replacing Arlene Dahl who has been hostess since the debut of the series, Oct 2, 1953.

CBS- Red Buttons Show (Mon, 9:30-10pm EST) FORMAT CHANGE March 22; program goes to a situation comedy format centering around Red Buttons, with Betty Garde as his mother, Frank McHugh as father, Lynn Loring as sister and Huntz Hall as a friend. Other actors are used in support according to each week's script. (See page 38).

CBS-TV Pacific Net- Panorama Pacific (Mon thru Fri, 7-9am PST) Helen Parrish named regular woman's editor, beginning March 16.

NBC- Excursion (Sun, 4-4:30pm EST) Last program, March 21. Program made its debut Sept 13, 1953, presented by the Ford Foundation's TV-Radio Workshop for young people. The successor program, for one time only, March 28, is A Conversation with Alfred P. Sloan, Jr., another in NBC-TV's film series of conversations with distinguished people.





## NETWORK SPONSOR ACTIVITY

PHILCO CORP thru Hutchins Advertising Co., Inc., will sponsor the 9:45-10am EST segment of Breakfast Club (Mon thru Fri, 9-10am EST) over ABC-TV, beginning March 29. Philco has sponsored the same time segment of the radio portion of the program, now simulcast, for the past eight and one-half years.

THE PARKER PEN CO thru J. Walter Thompson Co(Chi) will become alternate week sponsor of Four Star Playhouse (Thurs, 8:30-9pm EST) over CBS-TV, effective April 8. Singer Sewing Machine Co., the present full-time sponsor, will remain as alternate week sponsor.

MINUTE MAID CORP(Lemonade) thru Ted Bates & Co(NY) will become alternate week sponsor of the second half-hour segment of Super Circus (Sun, 5-6pm EST) over ABC-TV, beginning June 6 for 13 weeks. The second half hour is currently sponsored by Mars Candy Co., with the first half hour sponsored by Kellogg Co.

## LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Bill Tabbert Show; CHANGE March 16; Mon thru Fri, 7-7:10pm EST.  
New York Sustaining. Pkgr- WABC-TV. Musical comedy star Bill Tabbert pre-  
sents a program of songs. Program made its debut March 1 as Your  
Date with Sean Downey and during second week was changed to Ted Straeter Show temp-  
orarily. (See page 36).

WABC-TV - Dogarama; DEBUT March 13; Sat, 11:45-12noon EST. Sustaining. Prod-  
Wade & Gillson; Dir- Louis Volpacelli. Evelyn Wade and Eric Rich-  
mond give tips on dog training and present guest celebrities with their canine pets.

WCBS-TV(Ch 2) - Catholic Charities Fund Appeal; SPECIAL March 28; Sun, 2:30-3pm EST, New York one time only. Sustaining. Pkgr- Catholic Charities of the Archdiocese of New York with WCBS-TV; Dir- Ned Cramer(WCBS-TV). The 35th annual fund appeal of the Catholic Charities of the Archdiocese of New York will be launched by Francis Cardinal Spellman. Also appearing on the program will be opera star Licia Albanese and the St. Patrick's Cathedral Choir.

WNBT(Ch 4) - The Fourth R; DEBUT March 28; Sun, 8:30-8:45am EST. Sustaining, public service. Pkgr- WNBT with the Protestant Council of New York, New York Board of Rabbis, Archdiocese of New York; Prod- Ann Keeley; Dir- Hugh McPhillips; Supervised by Bill Berns (WNBT News and Special Events). Pre-Sunday school time show, to encourage children, regardless of faith, to attend their respective Sunday schools. Each faith is allotted a month of Sundays, with April for Roman Catholics, May for Protestants, June for Catholics again and July for Jewish participation (delayed because of holidays in June). Films, drawings, songs and stories will be part of the series, with each faith using its own instruction method.

WOR-TV(Ch 9) - Colonel Venture; DEBUT March 22; Mon thru Fri, 5-6pm EST. Partici-  
New York pations. Pkgr- Sandy Howard Productions; Prod- Sandy Howard; Assoc  
Prods- Marvin Paige, Bob Cahn. Sandy Howard in the title role talks  
to explorer guests, presents adventure films, interviews celebrities and tells ad-  
venture stories for children. Merry Mailman, starring Ray Heatherton, formerly seen  
5-6pm, moves to 6-6:45pm EST, this date.

WOR-TV - The Sloan Simpson Show; DEBUT March 22; Mon, 7-7:15pm EST. Sustaining. Pkgr- Geoffrey Jones; Prod- Elliott Drake; Dir- Dick Simon. Sloan Simpson interviews celebrities, presents reviews and news and commentaries on all fields.





LOCAL STATION ACTIVITY(Cont'd)

- WATV(Ch 13) - Telethon-Assn for the Help of Retarded Children; SPECIAL March 28;  
(NY) Newark, NJ Sun, 10am-7pm EST. Pkgr-Prod- WATV. Celebrity telethon for the 1954 fund drive of the AHRC.
- WLW-T(Ch 5) - Child Welfare Program; SPECIAL March 20; Sat, 1:45-2pm EST. Sustain-  
Cincinnati ing. Pkgr-Prod- WLW-T Special Services. Thirty Negro babies available for adoption thru the Children's Home are the subject of a program intended to facilitate adoption of the babies by local Negro families. Jim Bruce(WLW-T) moderates the special program, with welfare workers as guests.
- WMAL-TV(Ch 7) - Telethon-D.C. Society for Crippled Children; SPECIAL March 20, 21;  
Washington, DC Sat, 10pm-Sun, 12noon EST. Jim Gibbons and Bryson Rash m.c. a celebrity telethon for the Society's 1954 campaign.
- KNBH(Ch 4) - The Plant Doctor; DEBUT March 20; Sat, 1:30-2pm PST. Sustaining.  
Hollywood, LA Dr. Robert E. Atkinson presents advice for amateur and professional horticulturists.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS  
(New York, Chicago & Los Angeles)

| <u>STA &amp; CHAN</u> | <u>SERIES TITLE &amp; DISTRIB</u>                             | <u>SPONSOR &amp; AGENCY</u>                            | <u>START DATE</u> | <u>DAY</u> | <u>TIME</u> |
|-----------------------|---------------------------------------------------------------|--------------------------------------------------------|-------------------|------------|-------------|
| New York              |                                                               |                                                        |                   |            |             |
| WNBT(4)               | *"Janet Dean, R. N."<br>(MPTV)                                | -Emerson Drug(Bromo-Seltzer) thru Lennen & Newell, Inc | 3/23 Tue          | 7-7:30pm   |             |
| Los Angeles           |                                                               |                                                        |                   |            |             |
| KTTV(11)              | #"Hopalong Cassidy"-<br>one-hour features<br>(NBC Film Sales) | -Sponsorship open                                      | 3/14 Sun          | 5-6pm      |             |
|                       |                                                               | CODE: *First run in market                             |                   | ##Re-run   |             |

FILM DIGEST: Gross-Krasne are currently testing possible replacements for Pat McVey as Big Town lead. McVey has returned to New York for legit.....

...Jack Chertok Productions reported preparing 52 more films for The Lone Ranger series, with over 100 films already in the package.....Luis Van Rooten replaced Sid Tomack in the Kobby Walsh role in Joe Palooka for the second group of 13 films in the series.....KTTV(LA) bought market rights to Secret File USA, Official Films series starring Robert Alda as Col. Bill Morgan, U.S. espionage agent. The series is based on stories from all branches of U. S. intelligence services. It is being produced and directed by Arthur Dreifuss, under the supervision of Donald Robinson, chief historian of SHAEF during World War II. Research is being done by Bernard F. Herberick, formerly of the O.S.S. The station expects to present the series in late spring.....KTTV also purchased West Coast rights (Cal., Ore., Wash., Ariz.) to Stories of the Century from Hollywood Television Service, Inc., Republic Studios subsidiary. The half-hour series, originally titled Outlaws of the Century, features individual film stories based on famous desperados.....Ethyl Corporation has bought a new 26-week series of The Big Playback, recreations of top moments in sports, with production to start immediately in New York. The series will be spotted by Ethyl thru BBD&O in about 55 markets with other markets open for regional and local sponsors as was done with last season's series, also initially sponsored by Ethyl.

NEWS AND COMMENT: The DuMont TV Network shifts its LA affiliation from KTTV to KHJ-TV, effective April 1. Heavy KTTV emphasis on local films and local shows in prime time spots blocked the spotting of network shows in time periods requested by sponsors.....WNBT-WNBC, prepping a new talent search plan to develop a reservoir of young talent, is designating all radio and TV executives as part-time talent scouts to cover theatrical events in the New York area to locate possible future stars. The experiment depends on who and what turns up.

1990

*Journal of Management Education* 30(6)

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TALENT SHOWSHEET MARCH 22-28, 1954

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Most of the shows on March 19, 20 and 21 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday March 26. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 19

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|                                 |                     |                                                                                                                                                                                                                                                   |
|---------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE NEW REVUE<br>(Mike Wallace) | CBS 5:30<br>(COLOR) | Add: Channing Pollack(magician); *Note: from this date the only regulars will be the Norman Paris Trio (M), The Honey-dreamers (S) and Mike Wallace, with guest variety performers; the group of singing & dancing boys & girls has been dropped. |
|---------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                      |         |                                                                                                          |
|----------------------|---------|----------------------------------------------------------------------------------------------------------|
| MAMA<br>(Peggy Wood) | CBS 8pm | <u>The Twenty-Third Psalm</u> - (O) by Frank Gabrielson; with Muriel Kirkland, Judson Rees, and regulars |
|----------------------|---------|----------------------------------------------------------------------------------------------------------|

SATURDAY MARCH 20

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SECRET FILES OF CAPT. VIDEO (Al Hodge)	DuM 11:30am	Add; Philip Pine
--	-------------	------------------

SAT. FEATURE REPORT	WCBS 6:15	From this date segment titled <u>Dateline USA</u> will be handled by Alan Scott
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LEAVE IT TO THE GIRLS	ABC 7:30	Al Williams (author), Betsy von Furstenburg, Elsa Maxwell
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ETHEL & ALBERT (Lynch & Bunce)	NBC 7:30	Raymond Bramley, Fred Stewart, Lois Holmes, and regulars
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JACKIE GLEASON	CBS 8pm	Jane Froman subs for Gleason; with regulars & Treniers (S,D,C)
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SPIKE JONES	NBC 8pm	Add: Frankie Carle
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MEDALLION THEATRE	CBS 10pm	<u>Contact With The West</u> - (O) by Geoffrey Kean; with Jerome Thor, Joseph Wiseman, Colin Keith-Johnston, Dana Winter, Nehemiah Persoff, Boris Marshalov, Nicholas Soussanin; (SD)
-------------------	----------	---

COL. HUMPHREY FLACK (Alan Mowbray & Frank Jenks)	DuM 10pm	<u>The Pomerian Society</u> - (O) by S.L. David & Carl Jampel; with Nell Harrison, Walter Brooke, Norton L. Stevens, John Gibson, Eddie Hyans; (SD)
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SUNDAY MARCH 21

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|                    |          |                                       |
|--------------------|----------|---------------------------------------|
| FRONTIERS OF FAITH | NBC 1:30 | Robert Frost, The Meddiebempsters (S) |
|--------------------|----------|---------------------------------------|

|                                            |         |                                                                                                                                                                    |
|--------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HALLMARK HALL OF FAME<br>(Sarah Churchill) | NBC 5pm | <u>Out Of Jules Verne</u> - (O) by Elaine Ryan; with George Nader, Carole Mathews, Jack Kelly, Jerry Paris, Nancy Hale, Earle Lee, Gene Roth; (SD, FROM HOLLYWOOD) |
|--------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                             |         |                                                                                                                                                                                                         |
|-----------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OMNIBUS<br>(Alistair Cooke) | CBS 5pm | Half-hour remote telecast from NY Times offices. ---- <u>Tell Me If It Hurts</u> - 20-year-old film about trip to the dentist, produced by the late Richard Massingham. ---- Jean Leon Destine dancers. |
|-----------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|               |          |                                                                                                                                                                                                               |
|---------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| YOU ARE THERE | CBS 6:30 | <u>Bourgoyne's Surrender At Saratoga</u> - (O) by Jeremy Daniel; with Rusty Lane, Frank Overton, Wesley Addy, Vinton Hayworth, Larry Gates, Neva Patterson, Tom McDermott, Michael McAloney, Ruth White; (SD) |
|---------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                 |          |                                                         |
|---------------------------------|----------|---------------------------------------------------------|
| TV TEEN CLUB<br>(Paul Whiteman) | ABC 7:30 | Bernie Nierow (M), Bill Sayer (S), The Beauty Spots (D) |
|---------------------------------|----------|---------------------------------------------------------|

|                            |          |                                                                                                                 |
|----------------------------|----------|-----------------------------------------------------------------------------------------------------------------|
| MR. PEEPERS<br>(Wally Cox) | NBC 7:30 | Ruth McDevitt, Reta Shaw, Earl George, Paula Trueman, Peter Turgeon, Addison Powell, James Maloney and regulars |
|----------------------------|----------|-----------------------------------------------------------------------------------------------------------------|

|                   |         |                                             |
|-------------------|---------|---------------------------------------------|
| ABBOTT & COSTELLO | NBC 8pm | Add: Fred Darian (S), Janik & Arnaut (acro) |
|-------------------|---------|---------------------------------------------|

|                                             |         |                                                                                                                                                                            |
|---------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE MASK<br>(Gary Merrill & William Prince) | ABC 8pm | <u>Fingers Of Fear</u> - (O) by Philip McDonald, (A) by Mel Goldberg; with Grant Williams, Mary Linn Beller, Don Briggs, Kathleen Maguire, Martin Brooks, Alan Tower; (SD) |
|---------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                |         |                                                                                                                       |
|------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|
| ROCKY KING, DETECTIVE<br>(Roseoe & Todd Karns) | DuM 9pm | <u>Tele-View To Murder</u> - (O) by Gene Watts; with Melba Rae, Nat Polen, Don Gibson, Sally Kemp, Peter Dawson; (SD) |
|------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------|





SUNDAY MARCH 21 (Cont'd)

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PETER POTTER	ABC 9:30	Beatrice Lillie, Ken Murray, Mindy Carson, Hugh O'Brien(actor)
THE WEB	CBS 10pm	Night Fare - (O) by Everard W. Meade; with Ray Walsten, Michael Ingram, Robert Emhardt, Rudy Bond, Daniel Keyes, Tom Gorman, Arthur Batamides; (SD)

THE PLAINCLOTHES MAN	DuM 9:30	Ann Sorg replaces Connie Clausen
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MONDAY MARCH 22

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|                                    |            |                                                                                                                                                                                                                                                                         |
|------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JAMIE<br>(Brandon de Wilde)        | ABC 7:30   | Jamie And The Vacuum Cleaner - (O) by William Aurthur; with William Darrid and regulars; (SD)                                                                                                                                                                           |
| ARTHUR MURRAY                      | NBC 7:30   | Cavalcade Of U.S. Dance Styles Since 1910 - with Jane Dulo (D), Jack Norton (C), Nina Varella (actress)                                                                                                                                                                 |
| TWENTY QUESTIONS                   | DuM 8pm    | Phyllis Kirk                                                                                                                                                                                                                                                            |
| GODFREY TALENT SCOUTS              | CBS 8:30   | Mary Roche (soprano), Tony Alamo (pop singer), Irene Kral, Lee Tompkins, Ernie Mariani, Ernie Bernhardt (vocal quartet)                                                                                                                                                 |
| VOICE OF FIRESTONE                 | NBC 8:30   | Gladys Swarthout                                                                                                                                                                                                                                                        |
| RED BUTTONS                        | CBS 9:30   | *Note: effective this date show changes format, becoming situation comedy with regulars Buttons, Betty Garde (mother), Frank McHugh (father), Lynn Loring (sister) and Huntz Hall (friend); actors who will be seen this date only are Robert H. Harris and Louis Sorin |
| ROBERT MONTGOMERY                  | NBC 9:30   | The Pink Hippopotamus - (O) by Bob Deindorfer, (A) by Adrian Spies; with Oscar Homolka, Steven Meininger, John Vivyan, Walter Koehler, Somer Alberg, Theo Goetz, Olga Fabian, Harry Gardino; Dir: Norman Felton                                                         |
| STUDIO ONE                         | CBS 10pm   | The Expendables - (O) by George Baker & Robert P. Wilmot, (A) by William Templeton; with George Voskovic, Martin Kosleck, Flora Campbell, Nelson Olmsted, Richard Bishop, Robert P. Lieb, Buzzy Martin, Don Fellows; Dir: Paul Nickell; title drawing by Andrew Warhol  |
| Adolphe Menjou's<br>Favorite Story | WNBT 10:30 | The Vacant Room - with Allene Roberts, Lillian Albertson, Herbert Heyes, Charlotte Fletcher, Lorna Thayer, Alan Wells, Howard Price, Edward Colmans, John Merrick                                                                                                       |

TUESDAY MARCH 23

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Janet Dean, Registered Nurse (Ella Raines)	WNBT 7pm	Kennedy Case - (O) by Franz Spencer; with Stella Andrew, Charles Nolte, Dorothy Peterson, Curtis Cooksey; Dir: Jack Gage; (PREMIERE OF NEW FILM SERIES)
Cavalcade of America	ABC 7:30	Young Andy Jackson - (O) by Robert Stevenson; with Billy Gray, Orley Lindgren, Fiona Hale, Russell Simpson, Douglas Dumbrille, Robin Hughes, Tom McKee, Mabel Paige
Gene Autry	CBS 8pm	The Steel Ribbon - rerun of film seen 9/22 & 12/29/53
BUICK-BERLE	NBC 8pm	Gertrude Berg, Robert Cummings, Arlene McQuade
Fireside Theatre	NBC 9pm	Retribution - (O) by William Hopson, (A) by Herbert Little Jr & David Victor; with Ken Tobey, Faith Domergue, Paul Picerni, Trevor Bardette, Paul Fix, Robert Osterloh, Joseph Granby, Charles Cane, John Eldridge, Gene Coogan; (SD)
MOTOROLA TV HOUR	ABC 9:30	Nightmare In Algiers - (O) by Alvin Sapinsley; with Rita Gam, Francis L. Sullivan, Tony Randall, Steven Hill, Luther Adler, Peter Capell, Bob Scheerer, Frederic Worlock, Anatole Winogradoff, Christiane Felmann, Robert MacDonald, Nehemiah Persoff, Mort Marshall; (SD)
SUSPENSE	CBS 9:30	Tenth Reunion - (O) by Augusta Rodgers (from Whatever Happened To Daisy Ward), (A) by Ellen Violett; with John Dall, Margaret Hayes, Patricia Barry, Robert Webber, Joan Morgan, Gene Blakeley (SD)

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SUBJECTS

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

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TUESDAY MARCH 23 (Cont'd)
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|                                                            |           |                                                                                                                                                                                                |
|------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PANTOMIME QUIZ                                             | DuM 8:30  | Phyllis Kirk & Cliff Norton sub for Elaine Stritch & John Barrymore Jr; guests Constance Bennett & Arthur Treacher                                                                             |
| ARMSTRONG'S CIRCLE THEATRE                                 | NBC 9:30  | <u>So Close The Stars</u> - (O) by Virginia Adams; with Leora Dana, Biff McGuire, Russell Hardie, Jean Jordan, Marjorie Bennett, Charles Andre, Robert Fortin; (SD)                            |
| DANGER                                                     | CBS 10pm  | <u>The Bet</u> - (O) by Anna Sentoro & Sunnie Perlman, (A) by Richard Lortz; with Kim Stanley, Edward Binns, Wesley Addy, Don Keefer                                                           |
| Mr. & Mrs. North<br>(Barbara Britton<br>& Richard Denning) | NBC 10:30 | <u>Phantom At The Wedding</u> - (O) by Erna Lazarus; with Robert Hutton, Randy Stuart, George E. Stone, Lois Hall, John Baer, Courteen Landis, Alice Backes, Mira McKinney, Yvonne Douty; (SD) |

WEDNESDAY MARCH 24  
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<u>Wild Bill Hickok</u> (Guy Madison)	WNBT 6pm	<u>Ghost Breakers</u> - with Elizabeth Harrower, Charles Halton, Florence Auer, Marvin Press, Reed Howes; (SW & SD)
Mark Saber (Tom Conway)	ABC 7:30	<u>The Case Of The 3 Blind Mice</u> - seen originally as part of former <u>Mystery Theatre</u> and <u>Homicide Squad</u> series
<u>I Married Joan</u> (Joan Davis)	NBC 8pm	<u>Pop Retires</u> - with El Brendel, Halene Hill and regulars; (SD)
CHICAGO SYMPHONY	DuM 8:30	Fritz Reiner, conductor
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Pardon My Prisoner</u> - (O) by Luther Reed; with Helen Gallagher, Dennis James, Warren Parker, Cliff Hall, Parker Fennelly, Kathleen Comegys; (SD)

THURSDAY MARCH 25
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|                                         |            |                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ray Bolger</u>                       | ABC 8:30   | with Maurice Kelly, Viv Janiss, Yvette Dugay, Gloria Pall, Noel Neill, Dolores Graham, Robert Strong, Allen Matthews and regulars; (SD)                                                                                                                                                                                                                    |
| T MEN IN ACTION<br>(Walter Greaza)      | NBC 8:30   | <u>The Case Of The Sitting Ducks</u> - (O) by Sidney Edelstein; with Jack Klugman, Henrietta Moore, Harry Mehaffey, Lewis Charles, Ralph Stantley, Harrison Dowd; (SD)                                                                                                                                                                                     |
| <u>Four Star Playhouse</u>              | CBS 8:30   | <u>The Last Voyage</u> - (O) by John & Gwen Bagni; with Charles Boyer, Walter Sande, William Leicester, Regis Toomey; (SD) by Robert Florey. *Note: This is a rerun of show seen originally April 23, 1953, having since won awards from Screen Writers Guild and Screen Directors Guild as the best written screenplay and best directed TV film of 1953. |
| LUX VIDEO THEATRE                       | CBS 9pm    | <u>Spent In Silence</u> - (O) by Malvin Wald & Jack Jacobs; with Nancy Olson, John Hudson, Wilton Graff; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                              |
| KRAFT TELEVISION THEATRE                | ABC 9:30   | <u>Angel Street</u> - (O) by Patrick Hamilton, (A) - SW; with Leueen McGrath, Howard St. John, Jerome Kilty, Elizabeth Patterson, Diana Wynter; (SD) by Fielder Cooke                                                                                                                                                                                      |
| <u>Ford Theatre</u>                     | NBC 9:30   | <u>Taming Of The Shrewd</u> - (O) by Samuel Marx, (A) by Mary C. McCall Jr; with Don Taylor, Joan Vohs, Jeff Donnell, Paul Langton, David Brian; (SD)                                                                                                                                                                                                      |
| <u>Public Defender</u><br>(Reed Hadley) | CBS 10pm   | <u>The Lost Cause</u> - (O) by Arthur E. Orloff; with Paul Picerni, Hugh Beaumont, Yvette Dugay, Adele Jergens, Bill Ching, George Spaulding, Bill Tead, Ben Welden, Wheaton Chambers, Barney Phillips; (SD) by Sobey Martin                                                                                                                               |
| MARTIN KANE<br>(Mark Stevens)           | NBC 10pm   | Pat Harrington, Audra Lindley, Steven Elliot, Jim Kelly, Carl Frank, K.T. Stevens, Dan Morgan                                                                                                                                                                                                                                                              |
| <u>Foreign Intrigue</u><br>(James Daly) | WNBT 10:30 | <u>F.I. In Perjured Evidence</u> - (O) by Joseph Victor, (A) by Sheldon Reynolds; with Alf Kjellin, Ake Ohberg, Ivar Wahlgren, Rangvi Lindblad; (SD)                                                                                                                                                                                                       |

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TALENT SHOWSHEET (more)





SATURDAY MARCH 27 (Cont'd)

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MY FAVORITE HUSBAND CBS 9:30 Bob Sweeney, Alix Talton and regulars; (SD, FROM HOLLYWOOD)
(Joan Caulfield & Barry Nelson)

COL. HUMPHREY FLACK DuM 10pm Vacation - (O) by Ed Jurist & S.L. David; with Cort Benson,
(Alan Mowbray Boris Aplon, Sandra Deel, Leonard Barry, Spencer Davis; (SD)
& Frank Jenks)

SUNDAY MARCH 28

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LAMP UNTO MY FEET CBS 10am Thing Of Evil - (O) by Palmer Thompson; with Henry Hull, Martin  
(Bill Leonard) Brooks, Steve Holland; (SD)

FRONTIERS OF FAITH NBC 1:30 Todd Duncan

OMNIBUS CBS 5pm Apollo Of Bellac - (O) by Jean Giraudoux; further details to be  
(Alistair Cooke) announced

GEORGE JESSEL ABC 6:30 Robert Merrill, Polly Bergen, Jerilynn Jessel (Jessel's 12-year-  
old daughter)

YOU ARE THERE CBS 6:30 The Conspiracy Of Catherine The Great - (O) by Kate Nickerson;  
cast to be announced

Roy Rogers NBC 6:30 Ghost Town Gold - (O) by Dwight Babcock; with Tom London, Sandy  
Saunders, Marshall Reed, Jeanne Dean, Don Harvey, Harry Harvey,  
Rand Brooks, Russ Scott; (SD)

OPERA CAMEOS DuM 7:30 Thais - scenes from opera by Jules Massenet; with Beverly Sills  
(G. Martinelli) (soprano), Martial Singher (baritone), Maria Gambarelli (D)

GENERAL FOODS 25th CBS & Scenes from the following Rodgers & Hammerstein shows: South  
ANNIVERSARY SHOW NBC 8pm Pacific - Mary Martin, Ezio Pinza; Me & Juliet - Tony Martin,  
Rosemary Clooney; The King And I - Yul Brynner, Patricia Mori-  
son, Michiko and children from the B'way prod'n; Carousel -  
John Raitt, Jan Clayton; Oklahoma! - Gordon MacRae, Florence  
Henderson. Other guests include Jack Benny, Groucho Marx, Ed  
Sullivan, Edgar Bergen & Charlie McCarthy.

THE MAN BEHIND THE CBS 9:30 The Glacier National Park Story - (O) by David Harmon; with  
BADGE (Fred Uttal) Stewart Bradley, Arthur Koulis, Joyce Gordon, Jim Nolan, Jerry  
Eskow, Mario Gallo, Mark Miller, Joe Helgeson; (SD)

THE PLAINCLOTHES MAN DuM 9:30 Rural Intrigue - (O) by Raymond Taylor; with Walter Mathews,  
(Ken Lynch) Jim Boles, Dehl Berti, Rusty Arden; (SD)

GOODYEAR TELEVISION NBC 9:30 Native Dancer - (O) by David Shaw; with Gwenn Verdon, Jack  
PLAYHOUSE Warden, Anna Appell and others to be announced; (SD) by Vincent  
Donehue; (DRAMA HALF-HOUR THIS DATE ONLY)

THE WEB CBS 10pm The Favorite - (O) by James O'Neill; cast to be announced

Loretta Young Show NBC 10pm Son, This Is Your Father - (O) by Catherine Barrett, (A) by  
Margaret Buell Wilder; with Miss Young, Alan Hale Jr, Norman  
Oldstead, Stuffy Singer, Earl Roby, Vivi Janiss; (SD)

NEW YORK TALENT AVAILABILITIES

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EARL ROWE legit-TV actor returns from West Coast
film jobs Apr 4 - AGT: Grace Lyons JU 6-8330

VINTON HAYWORTH now under management of Baum-
Newborn MU 8-1380

PATRICIA WHEEL legit actress available TV - AGT:
George Morris, Jane Broder Office MU 8-0960

JOE SILVER long-time Red Buttons regular now
available for other TV appearances - AGT:
Baum-Newborn MU 8-1380

CAROL SMITH young contralto with top symphony
orchestras - AGT: Columbia Artists CI 7-6900

DRAN & TANI SEITZ film-legit actress currently in
Ondine - PRESS: William Fields PL 7-6938

SALLY MOFFET legit actress available for TV -
AGT: Briscoe & Goldsmith MU 2-6244

MICHAEL RABIN young concert violinist - AGT:
Columbia Artists CI 7-6900

DAVID DODGE author Poor Man's Guide To Europe -
CONTACT: Irma Greenberg, Random House PL 1-2600

MALCOLM LEE BEGGS legit-TV actor - AGT: Marjorie
Morrow CH 4-0644

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